

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CIII, No. 2

NEW YORK, APRIL 11, 1918

10c A COPY

## *An Investment for* **VICTORY**



To all who from circumstances of age or responsibilities find themselves out of the thick of things which are piling up history now, the privilege is given, in one way or another, to back up those who fight for us.

Every dollar you subscribe to the Third Liberty Loan will encourage our friends and dishearten our enemies. Every dollar will help your Country man trenches, guns and ships. And every dollar will come safely back to you with interest.

Denominations of \$50 and up.  
Any bank or trust company  
will explain details and arrange  
payments you can meet.

*Make it a deluge*

**N. W. AYER & SON**  
**ADVERTISING HEADQUARTERS**  
**PHILADELPHIA**

NEW YORK

BOSTON

CLEVELAND

CHICAGO

HF  
801  
EC



## 60% of the Automobiles Are Owned by One-Third of the People—the Farmers

<b>2,964,765</b>	is the number of automobiles owned by farm families, January 1, 1918.
<b>1,976,511</b>	is the number of automobiles owned by city families, January 1, 1918.
<b>2.14</b>	is the number of farm families to each farm-owned car, January 1, 1918.
<b>6.5</b>	is the number of city families to each city-owned car, January 1, 1918.
<b>467</b>	is the average number of automobiles in every 1,000 farm families.
<b>153</b>	is the average number of automobiles in every 1,000 city families.

This shows that farm paper circulation of known value reaches three times as many families who own automobiles as publications circulating in cities.

The Standard Farm Papers of Known Value are used by most advertisers seeking farm trade, especially manufacturers of automobiles, tires and accessories.

## The Standard Farm Market

(Over One Million Farm Homes)

Sell a Standard Farmer and you sell his neighbors too.

**The Breeder's Gazette**  
*Established 1881*  
**Hoard's Dairyman**  
*Established 1879*  
**The Ohio Farmer**  
*Established 1848*  
**The Michigan Farmer**  
*Established 1843*  
**Prairie Farmer, Chicago**  
*Established 1841*  
**Pennsylvania Farmer**  
*Established 1880*

STANDARD FARM PAPERS, INC.  
*Western Representatives*  
Conway Bldg., Chicago

**The Farmer, St. Paul**  
*Established 1882*  
**Wallaces' Farmer**  
*Established 1895*  
**Progressive Farmer**  
*Established 1886*  
**Birmingham, Raleigh**  
**Memphis, Dallas**  
**The Wisconsin Agriculturist**  
*Established 1877*  
**Pacific Rural Press**  
*Established 1870*

WALLACE C. RICHARDSON, INC.  
*Eastern Representatives*  
381 Fourth Ave., New York City

*All Standard Farm Papers are members of A. B. C.*



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VOL. CIII

NEW YORK, APRIL 11, 1918

No. 2



## Bringing Up the Big Beech-Nut "Family"

How President Bartlett Arkell Views the Problems Faced in Selling the Idea of "Foods With Flavor"

By Bruce Bliven

SOME day there will doubtless be an International Arbitration Court for deciding moot points about advertising; and one of the first and biggest questions it will have to decide is this:

Is a trade name of greater value applied to one product, or to a family of them?

In the latter case, of course, there is an increase in the number of times the name comes to the attention of the public; but does that compensate for the loss in distinctiveness when one name is applied to several products which have no particular connection with one another?

That is one of the questions which was discussed the other day for me by Bartlett Arkell, president of the Beech-Nut Packing Company, of Canajoharie, N. Y., one of the largest high-grade food specialty businesses in the world. He readily admitted that his associates and himself have spent much time and thought on the problem I have suggested.

"When you have half a dozen departments, each making a specialty of its own in quantities large enough to be a good-sized business all by itself, it is quite a problem to create and maintain one personality for the whole organization," Mr. Arkell said.

"The matter becomes all the more important when you are ad-

vertising heavily, as we are doing, and giving several of the products an equal chance in the copy. If the advertising campaign is to have an efficiency equivalent to its cost, there must be some one underlying unity which 'ties together' not merely the advertisements, but the products themselves, in the mind of every user.

"With Beech-Nut products, we have sought for that underlying unity to hold together the whole big business, in *flavor*. We try to make every Beech-Nut product have a *taste all its own*. We want it to be as delicious, as unique on the palate, as that kind of product can possibly be. We won't add any product to the Beech-Nut line until we have succeeded in imparting to it a very real flavor which stamps it immediately when it is tasted by the epicure as entitled to belong properly to the 'Beech-Nut family.'"

There remains, of course, the problem of making the advertising copy reflect the flavorability (if I may help the dictionary makers a little) of Beech-Nut products, so as to keep the publicity unified in tone, no matter whether it happens to be talking about bacon or marmalade, peanut butter or after-dinner mints, ham or catsup, gum or Oscar's Sauce. How the advertising has steadily built up the right suggestion, I shall tell later on.

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When Bartlett Arkell talks about the importance of flavor in food, please note that he means very seriously what he says; the subject to him goes far deeper than even the sales and advertising message of his big organization. In common with a good many latter-day physicians and dietitians, Mr. Arkell believes that flavor in food serves a vital physiological function; that food which does not have enough flavor to start the gastric juice flowing freely is worse than useless as nourishment; and that the whole subject of the *goodness* of food is one which has been woefully neglected in the past in America—with the result that we are now paying for our gastro-nomic sins with a generation of dyspeptics. He would agree with Henry T. Finck, who is as much of an authority on foods as he is on music, and who says in a book on the subject, "Flavor! In that word lies the key to the whole food problem."

As Luther Burbank once remarked: "If we eliminate palatability—that is, flavor—from food, it is no more than a medicine to be taken because it produces certain necessary results." Ten cents a day, according to Prof. J. L. Henderson, of Harvard Medical School, is all that we need spend to buy sufficient nourishment to keep ourselves going; whatever we spend more than that is for flavor. (This, however, was several years ago; probably Professor Henderson would be willing to make it fifteen cents to-day!)

"As a matter of fact, we started the whole Beech-Nut Packing Company because of a more or less accidental discovery in regard to flavor," Mr. Arkell remarked. "Our family had plenty on its hands in the way of publishing interests in New York; flour-bag mills; and other matters. However, a country boy in Canajoharie had worked out a new way of smoking ham, which produced a meat of striking and unusual flavor. He came to us with it; we tried it and organized

our company—four country boys, all going in together, feeling that here was something which would give a real *raison d'être* to a business."

Incidentally, the way in which the name "Beech-Nut" was chosen for the company is an interesting illustration of the search for things to corroborate the flavor idea.

"We didn't start with that name at all," Mr. Arkell confessed.

"We had planned to call the organization the Imperial Packing Company, after the Hotel Imperial in New York, then in its heyday, a quarter of a century ago. My friend Albert Spencer, a noted authority on art, happened to be in my office one day and I told him what we were planning to call the company which was then a-borning.

"Oh, that's bad, that's very bad," he said at once. "I don't like that. I will go away now, and to-morrow I will see if I can't suggest something else."

"Next day he dropped in to see me. 'I have thought of a name for you,' he said. 'You



BARTLETT ARKELL, PRESIDENT OF THE  
BEECH-NUT PACKING COMPANY

# Building Campaigns on Facts: A Five Part Series

**No. 1** As the physician diagnoses before prescribing, so this company considers carefully the "under-surface" facts before making definite recommendations to clients.

The H. K. McCann Company has an intimate knowledge of many different businesses. But it does not know everything about all business. And it does not believe that bluff and bluster can supplant accurate knowledge. As we strive to avoid blunders, we get the facts first and act afterwards. Thus do we surround the appropriations of our clients with every possible precaution.

Manufacturers about to advertise—firms who have not an established, tested, safe-to-follow-precedent—will find our *modus operandi* extremely valuable.

For established advertisers we often have discovered new channels of outlet or a more responsive appeal.

To executives either of potential or present advertisers we will be pleased to mail, on request, our booklet—"Advertising Service." Conferences arranged by appointment.

**THE H. K. McCANN COMPANY**

61 Broadway  
Cleveland  
Toronto



**NEW YORK**  
San Francisco  
San Diego

*No. 2 of this series—"Blasting for Facts"—will appear April 25*

should call it the Beech-Nut Packing Company.'

"Mr. Spencer," I said, 'you are now standing in the office of the Beech-Nut Packing Company.' And that was all there was to it."

The name, in fact, struck an immediate response in Mr. Arkell because it carried into the mind just the implications he wanted, in regard to his product. For

with the fresh sweetness of growing things. For the country, as Mr. Arkell said, is the natural home of food, and is so thought of by the people. "That is one reason why we have stayed in Canajoharie," he told me. "Fifteen years ago, we had a disastrous fire, and an offer was made to us—a very advantageous offer—to move to Albany. I told

the boys I'd rather see the lock on the door for good. We've grown up with Canajoharie. Most of us who make Beech-Nut products are Canajoharie people."

This vital test of flavor, as I have said, is the one which determines whether a new product should be added to the Beech-Nut family or not. There is never a week in the year that at least one, and oftener two or three items are not offered to the company by ambitious outsiders who wish to sell their recipe or formula for a fat round fee, and then "retire" and wear their Sunday clothes every day. All such products are tested as to flavor, and upon their value in that regard depends their acceptance by Beech-Nut.

One of the most interesting things about this whole fascinating business to me, was the methods which are employed to determine whether or not a product has the right flavor. The test is of course the simple and obvious one: "We taste them!" Bartlett Arkell put it succinctly. Mr. Arkell himself tastes the proffered products, and, confidentially, he is really entitled to the much-abused title of "epicure." In his home, where, so

(Continued on page 146)



**"Here's a Regular Sandwich"**

Put the lid off a jar of Beech-Nut Peanut Butter. Slice some fresh whole bread—cut it thick. Spread on the smooth, fragrant, golden-brown butter—generously. Close the slices together into sandwiches. Then taste.

Beech-Nut Peanut Butter sandwiches bring so delicious a highly satisfying—yields three times as many calories as meat. And because of its richness in vegetable oils, it helps you save fat.

Have you a loaf of bread in your house? Then order a jar of Beech-Nut Peanut Butter and have a four-weekly.

Beech-Nut Peanut Butter "Peak of Pure Flavor" Conservation, New York

**Beech-Nut Peanut Butter**

Write orders for the new booklet, "A Hundred and One Recipes with Beech-Nut Peanut Butter." Delicious new dishes for breakfast, luncheon, dinner, supper. Practical, economical, variety.

BEECH-NUT CHILDREN, PRINTED IN COLOR, HAVE BECOME A WELL-KNOWN FEATURE OF THE ADVERTISING.

one thing, everyone brought up in the country knows that the old smokehouse on the farm never produced such delicious smoked meat as when beechwood was burned in it—in fact, to this day beechwood or hickory are the two woods burned to give Beech-Nut bacon its flavor. A consideration of great importance was the fact that the name "Beech-Nut" could not fail to be associated with country life,

ing business to me, was the methods which are employed to determine whether or not a product has the right flavor. The test is of course the simple and obvious one: "We taste them!" Bartlett Arkell put it succinctly. Mr. Arkell himself tastes the proffered products, and, confidentially, he is really entitled to the much-abused title of "epicure." In his home, where, so



# The One Best Way to Show Merchandise in Copy

Little Differences of Treatment Often Make Big Differences in Results, Especially in Mail-Order Copy

**T**HERE is only one best way to show merchandise in mail-order literature or advertisements. Occasionally that best way is readily apparent, but more often it is a matter for laboratory experimenting. The successful mail-order man must *know*, not guess, how best to show an article, whether by a line cut from a line drawing, a half-tone reproduction from a wash drawing, a half-tone reproduction from a photograph, or a direct reproduction in half-tone from the article itself. He must, moreover, study backgrounds, bases, positions, etc.

As a case in point, showing how carefully, how practically, a seasoned mail-order man goes about finding out how best to show his merchandise, the following incident is related: An executive in charge of a new department of an old mail-order house, a department of laces and embroideries, was talking with the editor of a business journal of the lace industry and asked, "By the way, what do you find the best background for photographing lace?"

"Well, we tried all colors, and after years of experimenting we've settled on a chocolate brown," said the editor.

The mail-order man smiled to himself. He had discovered and settled on the same color inside of *two days*, at a total cost of *less than three dollars!* It was all in the trained way he went at the job. He took strips of cardboard of all colors, including black, measuring 2x6 inches, laid them out side by side, like the keys of a piano, and glued them down. He then took two pieces of lace, one a coarse Cluny and the other a fine Val lace, and stretched them across the colored strips and pinned them down. He then had this lace photographed, with the result that with one shot

of the camera he got a comparison of the same pieces and patterns of lace against all the possible backgrounds. The proof of the half-tone plate was shown to many girls and women with the request that they indicate at what point the pieces of lace showed up the clearest and gave them the best idea of what it looked like. Almost without exception they selected the spot, which, when looked up, was found to be over the chocolate-brown background. The natural supposition, among the uninitiated, would be that white lace should be shown against a black background, but this experiment showed that the lace seemed to sink into the black background, whereas it stood right out on top of the chocolate background, so that it looked as though it could almost be picked up.

## A VALUABLE THING TO KNOW, FOUND OUT BY ACCIDENT

This test brought out another point about lace that required further experiment: it proved that to photograph lace actual size made it appear much wider and coarser than it really was. So to make the picture a truthful reproduction of the goods, and show it so that a woman could judge it correctly, it was found, after experimenting, that it had to be reduced about one-fifth or one-sixth. But the point is that the mail-order man knew all of this before the catalogue went to press. The new lace department had to pay from the start; there was no time to wait for the catalogue to show up anything about lace picturing that could possibly be determined in advance.

Another mail-order house had difficulty in getting watches to look true to size. When photographed actual size they looked



Habit is the most powerful factor in Business to overcome.

When you advertise in Brooklyn, insist on facts and insist on exact figures.

One newspaper—the Standard Union—delights to give them.

larger than they actually were, giving them a clumsy appearance. This is due to the fact that when the eye looks at a watch the effect of the light reflections on the rounded edges is such that the watch does not look as large as it actually is; whereas, when the case has been dulled with putty, or by whatever other means the dulling is done, the eye of the camera sees the watch full size and makes a flat picture of it. The house in question experimented persistently until it worked out the proper scale to photograph watches, a reduction of sixteen to fifteen, to make them look actual size.

But more important yet are such questions as these:

Which will sell the most, a pair of gloves photographed flat with a vignettèd background, a glove photographed on a human hand, or a drawing of a glove on a hand, the hand holding the other glove? One of these three ways of showing gloves will sell the most. There is no way of telling without trying them all out, and that is what the shrewd mail-order man does.

The same applies to stockings—shall they be shown on or off, photographed or drawn—or perhaps in a box?

When it comes to mechanical devices and machines, which will sell the most, a line drawing, a half-tone reproduction from a photograph, or a half-tone reproduction from a drawing?

#### VITAL TO KNOW THESE THINGS IN ADVANCE

Will a toilet article—say a bottle of perfume—sell best by showing the article alone, showing it in the box with the cover off, or showing the box closed with the bottle resting on top of it?

Which will sell more tractors, a highly retouched tractor standing "on exhibition," so to speak, or the same tractor down on the ground ready for business?

How should handkerchiefs be shown, out flat, gathered, as if hung by the center, in a box, in groups with other handkerchiefs,

or by showing the box, closed and tied with a ribbon?

These are not things to be decided off-hand. It is not a matter of personal preference or individual opinion: it is strictly a matter of sales. The way that sells the most is the way to adopt.

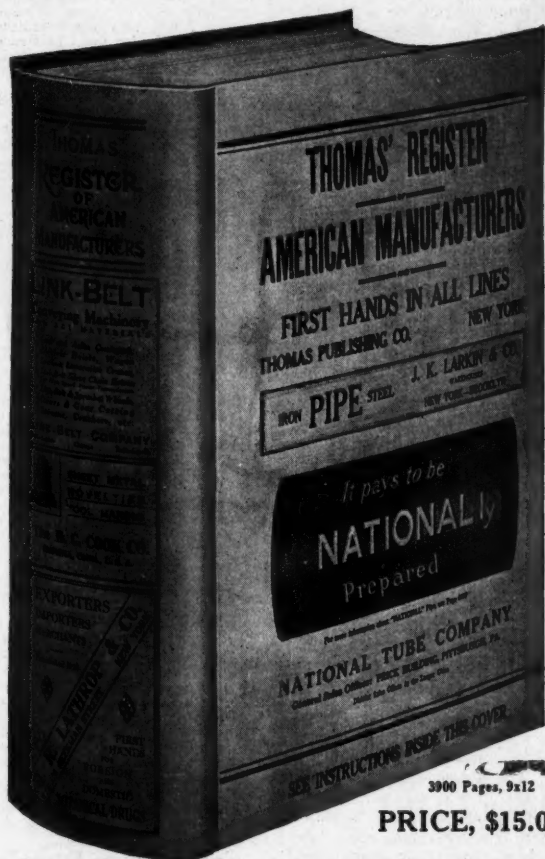
If more attention were given to this side of the catalogue problem and less time were spent on elaborate retouching, until handkerchiefs, for instance, look as if they were made of tin, with scratches and nail punches for embroidery and eyelet work, sales sheets would have a healthier aspect.

Speaking of embroidery brings to mind the experience of one mail-order house in retouching embroidered handkerchiefs and napkins. After spending many dollars on elaborate retouching and hand-tooling, without getting the desired result in the finished reproductions, the manager finally got disgusted one day, picked up a soft lead pencil and with it outlined the embroidery right on the handkerchief and photographed it, with the result that, without a cent spent on retouching the photograph or hand-tooling the plate, a reproduction was obtained that bettered anything the house had been able to get! People could see that embroidery, and that house never went back to the old method of retouching.

Some houses have resorted to tests such as showing the same article, at the same price and with the same description, but with a different number, reproduced in two different ways in the same catalogue to find out which was the most productive of orders, and that is the essence of mail-order success—to take nothing for granted, to decide nothing for your customers, but to let them decide for you how you shall present a thing to them.

The manufacturers of a certain well-known revolver found, as was reported in PRINTERS' INK some time ago, that there was one best angle at which to illustrate their revolver. They stumbled onto this fact after years of ad-

**T**HE only work that instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article, more than 70,000.



3900 Pages, 9x12

**PRICE, \$15.00**

More than 12,000 important concerns have bought recent editions of this Register, and refer to it to find sources of supply as instinctively as they look at the clock for the time of day.

Descriptive and other advertising matter therein automatically comes to the attention of the above buyers at the important moment when they are intended. It costs for only one time, but lasts for at least a year.

**Thomas Publishing Company, 129-135 Lafayette St., New York City**

**BOSTON**  
Allston Sq.

**CHICAGO**  
20 W. Jackson Blvd.

**SAN FRANCISCO**  
311 California St.

**LONDON**  
24 Railway Approach

vertising and illustrating this revolver in magazine advertisements and catalogues. The expert mail-order man studies these things right away; he cannot afford to discover five years after he has added a new article or a new department to his catalogue that he has for years been falling short of the quantity of sales that he might have been enjoying all those years.

Undoubtedly there are many mail-order catalogues being issued to-day that could be made more profitable if the men and women responsible for them would take up every page, every line of goods, every article, and find out how the public likes advertising presented, instead of following conventional ideas and customs and allowing personal tastes and opinions to enter. It is a matter of ever maintaining the laboratory spirit in building the catalogue—trying out all sorts of different methods of arrangement, reproduction and presentation. If turning a revolver half over on its side and tilting it in a certain direction can increase the sales of that revolver, who can say what remarkable results can be realized by going at a whole mail-order catalogue in the same experimental spirit?

And not only is it possible often to increase sales, but frequently profit can be made on the other end, by decreasing cataloging expense as was the case in lead-penciling the embroidery as described before.

We all admire the chain-store "wizards" and the mail-order "experts" who know what the public wants and how it wants it, but we are apt to overlook the fact that many of us who may not have such big names or such well known businesses, nevertheless have, in many cases, excellent opportunities to find out just as definitely what our public wants and how it wants it. It is not a gift, this knowledge: it is a matter of experimenting and observing, experimenting and observing, observing and experimenting, with a healthy curiosity to know why and to know why.

## C. Louis Allen Leaves Pyrene

C. Louis Allen has resigned as president of the Pyrene Manufacturing Company, New York, effective May 1, or as soon as his successor has been elected and qualified. In the meantime, E. J. Waring, vice-president and general manager, will take over the active duties of Mr. Allen, who has organized the Allen Sales Service, Inc. This company, it is announced, will render services to manufacturers in selling, advertising and engineering.

T. F. Flanagan, who succeeded Mr. Allen as sales and advertising manager when the latter was elected president of the Pyrene Company, has resigned to become sales manager of the Allen Service. Other members of the Pyrene organization who have gone with Mr. Allen are W. H. Yetman, head of the fire appliance department and D. V. Stratton, production manager. The latter will be chief engineer of the new company.

## Advertising Changes on St. Louis "Republic"

Charles R. Ketchum, long connected with the St. Louis *Republic*, has been placed in entire charge of advertising and circulation of the *Weekly Republic*. Clifford Day, who has been in charge of the automobile advertising, is now assistant advertising manager of the daily. J. A. McCollum, connected with the *Republic* advertising department for some time, is in charge of the automobile advertising. The office of advertising manager, left vacant by M. P. Linn's appointment as publisher and general manager, has not been filled.

## Winsten to Join H. Black Company

H. J. Winsten, advertising manager of the Schuylkill Silk Mills, Reading, Pa., will become sales and advertising director of the H. Black Company, Cleveland, in June or July. His successor in Reading has not been appointed.

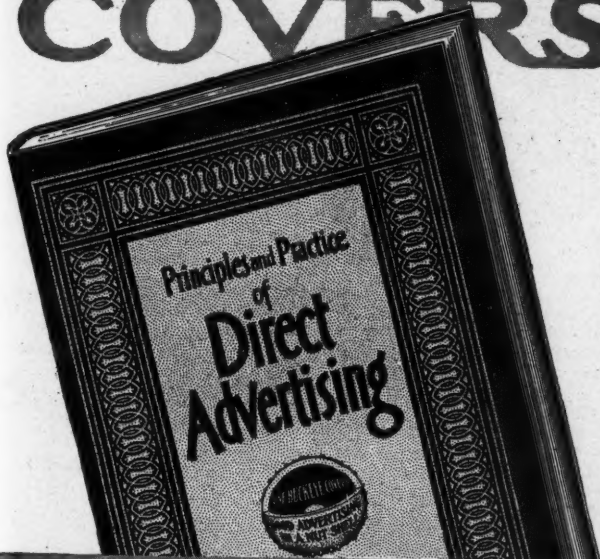
Mr. Winsten became associated with the Schuylkill Mills about a year ago. He had previously been advertising manager of the Niagara Silk Mills, North Tonawanda, N. Y., and before that occupied a similar position with the Chicago-Kenosha Hosiery Company.

## Crafts Resigns From New York "World"

T. C. Crafts, who for twenty-five years has been advertising manager of the New York *World*, has resigned. He joined the paper as assistant advertising manager April 16, 1884.

Mr. Crafts is president of the Quarter of a Century Club, which is composed of men who have been in the employ of the *World* for at least twenty-five years. During the next three months he expects to travel extensively in California and the Northwest.

# BUCKEYE COVERS



"One of the best books that has reached my desk for some time. I have read it from cover to cover."  
—The Addressograph Co.

"... chock full of good things for all advertising men."  
—Westinghouse Dept. of Publicity.

"... extremely helpful, not only to the layman but to the man who makes advertising a profession."  
—Frank Seaman, Incorporated.

"... it is just splendid."  
—Butterick Publishing Company.

"... that it is instructing and helpful to the majority of advertising managers, there can be no question."  
—Boech Magneto Co.

"Finest thing along this line ... have ever seen."  
—Goodyear Tire and Rubber Co.

All old subscribers to **Printers' Ink** have already received copies of this 190-page book of **Direct Advertising Facts, Figures and Suggestions**, or have decided that they do not need it. We still have a limited number of copies on hand, which will be sent free on request, as long as they last, to new subscribers (executives only) who write on business letterheads. To others than executives, the price is one dollar.

**THE BECKETT PAPER CO.**  
MAKERS OF GOOD PAPER  
IN HAMILTON, OHIO, SINCE 1848

Member Paper Makers Advertising Club  
Dealers in Principal Cities of U. S., Canada and England

CITY OF BOSTON  
COLLEGE OF BUSINESS ADMINISTRATION  
Boston





# Stand Back of Them

*by Julian Street*

They have given up everything—mothers, wives, children, sweethearts, homes, jobs—torn themselves up by the roots, braved the submarines, gone into trenches swimming in mud, alive with rats and lice, and subject to a ceaseless hell-fire—bullets, gas, flame, shells, shrapnel, air bombs, hand grenades, every devilish force with which the Prussian brute is attempting to coerce the world. . . .

What are you doing? Have you bought your new Liberty Bonds? Have you bought only such Liberty Bonds (or War Savings Stamps) as it suited your immediate convenience to buy, or have you bought more than you can pay for without exercising self-denial? Have you made a sacrifice? Have you sacrificed ENOUGH? Have you gone over the financial top?

*from an article in the  
April 20th issue of*

# Collier's

THE NATIONAL WEEKLY

New York Chicago Philadelphia Boston

*More than a Million Every Week*

# Why Philadelphia

OFFERS GREATER SELLING  
OPPORTUNITIES

to

## Manufacturers and Merchants

Record business is being done by Philadelphia business houses, due to the fact that 58,000 business places and manufacturing plants, employing normally about 700,000 male and 300,000 female workers, are running to full capacity.

Philadelphia is the world's workshop. Its locomotive plants, ship-yards, spinning and weaving mills, and factories of all kinds are world-renowned.

380,000 homes house its urban population, many new ones are being erected of the typical Philadelphia one family type, while its suburbs dominate the balance of its 3,500,000 metropolitan population.

Think of the vast daily needs concentrated in this the third largest market in the United States.

Clothing	Food	Shoes
Hosiery	Coffee and Tea	Soaps and Toilet Goods
Underwear	Temperance Drinks	Furniture
Millinery	Floor Coverings	Musical Instruments
Automobiles	Auto Accessories	Heating and Lighting

March net paid daily  
average circulation: **409,679** Copies  
a day

*"In Philadelphia nearly everybody reads  
The Bulletin"*

New York Office.....Dan A. Carroll, Tribune Building  
Chicago Office.....J. E. Verree, Steger Building  
Detroit Office.....C. L. Weaver, Free Press Building

# New Bathrooms in Old Houses and Lo! a New Market

Faced by a War-Time Shattered Business, Thomas Maddock's Sons Company Has Rejuvenated a "Saturated Market"

By Douglas Emery

IF the market in which you sold your goods in the old days has been swept away by war conditions, you may do one of two things:

1. Sit down and cry about it.
2. Use your heaven-given brains and energy in finding new customers to take the place of those whom you have lost.

And one of the places in which to look for those new customers, American business is rapidly learning, is among those sections of your previous market which have supposedly reached the "saturation point," have bought your goods already and are therefore no longer in the market. (This holds true only for manufacturers of once-in-a-lifetime specialties, of course.)

The more one studies the saturation point, the more one is inclined to believe that there ain't no such beast. How do you know that the people who have bought from you once are therefore to be forever wiped off the sales slate? Who is competent to tell you that, except those customers themselves?

Another war-emergency solution is to turn your sales effort to those fields which in the old days were neglected in favor of quicker money closer at home. For every business there are some classes of potential customers which have never been worked, either because the sales manager just never got around to it, or because there was so much business in sight in other quarters that it seemed wiser to concentrate on the easy field. It takes a spring housecleaning to make some lazy housewives sweep under the bed—but what a lot they find there!

Just here it may be worth while to punch a Klaxon button of

warning. The manufacturer who seeks to rework a saturated market at this time should be very careful to make sure that there is a real reason for people's buying his new goods. In a day when not a bit of man-power, raw materials, fuel or transportation dare be wasted, it is little short of criminal to create "new models" to take the place of old, when the newness is more fictitious than real, or when the old models are still doing perfectly satisfactory work. Better to turn your manufacturing power to an entirely different and still-wanted type of material than use our national resources unnecessarily.

## A BIG FIELD IN IMPROVING OLD HOUSES

Let us turn our inquisitive searchlight briefly upon a business which serves to illustrate admirably the conditions we have just described, namely, the manufacture of plumbing fixtures for bathrooms. The good old traditional way to sell bathroom equipment has always been to hook it up with the building of new houses. When a man builds he buys bathroom things, and the house and the fixtures grow old together. There has always, of course, been plenty of repair work, but it rarely went so far as to include the purchase of complete new fixtures, unless a house was being remodeled or modernized.

For the past quarter of a century there has been plenty of new building going on in the United States, and the plumbing supply trade was reasonably happy. But in the last half of 1917 the business of building homes suddenly went to that place, to be delicate about it, where the famous tallow

dog so futilely chased the notorious asbestos cat. Uncle Sam has needed the labor, the raw materials, and most of the loose money in sight; and anyhow, wages skyrocketed to the point where the man who had been planning to build usually found it beyond his means to do so. And on top of it all the Government made a special plea, on the ground of patriotism, that there should be no unnecessary construction.

States in which the bathroom fixtures are antiquated, ugly and unhygienic. These fixtures are in many cases positively dangerous to the health of those who use them; they are in all cases wasteful of labor, in that they are unnecessarily hard to keep clean; and their ugliness makes them particularly inappropriate, in view of the great artistic improvement which has taken place in the modern American home, and which

has been matched by revolutionary forward strides in sanitation and sanitary plumbing fixtures. Why should we not turn the selling energies of our organization toward the task of modernizing some of those six and a half million homes?"

There was no reason; and so, using the slogan "New bathrooms for old" (a slight modification, you will notice, of the trade-mark associated with J. Aladdin, Esq.), efforts were begun along that line.

The obvious point of contact with the householder whose plumbing fixtures are out of date, is the local plumber who is called in to fix those fixtures when they "run amuck" and try to imitate on the bathroom floor the efforts of Old Faithful,

the tame geyser of Yellowstone. But the plumber as a salesman of "new bathrooms for old" leaves much to be desired. His mental attitude is more that of an artisan than a salesman; and his shop usually has the atmosphere of a service station, not a store.

The company therefore decided to use as the strongest lever in each locality a plumbing jobber, who, in turn, would aid the small local plumber in his sales efforts.

A definite and carefully-worked-out newspaper campaign was prepared, including fifty-two adver-



**"I'd rather have this house—  
the bathroom is beautiful!"**

Perhaps no room in the house so well expresses the character of the family that lives there as the bathroom.

Every woman appreciates a modern bathroom, so much so that often it proves the deciding factor in the purchase or rental of a home.

An old-fashioned, unattractive bathroom may be the reason your house has not rented easily or found a ready purchaser.

And its other attractive features are discounted by old-fashioned plumbing, which does more than anything else to brand the house "out of date."

You can, so easily, with a Thomas Maddock bathroom equipment, change that house or apartment from a liability to an asset and at so much less cost than you think, that it will pay you to call and have us tell you about it. Ask us to tell you about the Maddock way.

ADVERTISING FOR PLUMBER'S USE, IN WHICH THE  
NAME OF MANUFACTURER IS SUBORDINATED

That, of course, knocked a big and jagged hole in the bows of the plumbers' business ship, and left the manufacturers of bathroom equipment facing alternatives (1) and (2) mentioned above. One of these firms is Thomas Maddock's Sons Company, of Trenton, N. J., which promptly decided to let others do the weeping while it hustled.

"It is true," the heads of this organization reasoned, "that not many houses are now being put up. But there are at least 6,500,000 private houses in the United

tisements to be run in a period of six months. Maddock salesmen calling on the jobbers explained the idea to them and won their co-operation. This campaign, the jobber was told, would appear in the local newspapers over his own name, the cost to be borne partly by himself and partly by Thomas Maddock's Sons, dependent upon the purchase by the jobber of a certain amount of goods. These advertisements were to appear at the rate of two a week; eighteen of them were eight inches on three columns in size, and the other thirty-four were single-column ads of the same depth. The general appeal of the copy (all prepared in advance by the Maddock advertising department) was to the householder's desire for comfort and good health, and the housewife's pride in a beautiful, modern and labor-saving bathroom. To counteract a widespread impression that modern plumbing fixtures are very expensive, the advertising emphasized the fact that a modern bathroom costs less than most people realize. Detailed prices were not given in the newspaper copy, but a handsome booklet prepared for the jobber to distribute under his own imprint gave approximate costs for each item in seven complete bathrooms. "Bathroom Individuality" is the title of this booklet, printed with a light green and gold cover, and each page backed with a light green tint-block, routed out for black-and-white illustrations.

#### HELPING THE JOBBER SELL THE PLUMBER

As soon as a jobber has been sold on the idea, he is requested to furnish the Maddock Company with a list of plumbers in his locality. No attempt is made, incidentally, to force the jobber to handle Maddock fixtures to the exclusion of other lines, though he is given the advertising privilege in his city and acts as the representative of the house. The names of plumbers furnished by the jobber are indexed, and as soon as the local newspaper advertising starts, a mailing card is sent to

the list of plumbers explaining the whole idea of the campaign. Advertising in the plumbing trade journals also carries the same message in a more general way.

A mailing card is sent the plumber each week for the first eight weeks of the campaign; then there is a gap of four weeks in which he receives nothing direct from Thomas Maddock's Sons; and then during the rest of the twenty-six weeks, according to the plan, he receives a mailing card every other week. The jobber is also furnished with envelope stuffers to send to the plumber every month; and twice a month a special bulletin goes to the jobbers' salesmen who call on the plumbers, keeping them enthusiastic about the idea so they can pass along the inspiration to the plumbers they visit.

As if all this were not enough to keep the Maddock advertising department busy, a weekly letter goes out to the jobber himself, picking up all the loose threads of the general campaign. There is even a special folder for the plumber to distribute to his workmen, who, as journeymen plumbers, can help to instill the "new fixture" idea in the minds of householders in whose homes they work. The local plumber also gets a copy of the booklet, already referred to, which describes and gives prices of bathroom fixtures; he gets a big window poster lithographed in four colors and, on request, he gets electrotypes for his own local newspaper advertising and slides for use in motion-picture theatres.

Early in the campaign, the jobbers' salesmen calling on the plumbers, are asked to get from them the names of householders for whom they have done repair work or whom they know, definitely, to be in the market for fixtures. To these names, beginning in the fifth week of the newspaper advertising campaign, go a series of folders under the local jobber's name, one each week for four weeks, and then one every other week for the rest of the campaign. The purpose of all the

consumer advertising is to bring the householder into the jobber's showrooms, if possible, where he can inspect the appliances on sale. If he does so, he is given a copy of the booklet referred to, and is urged to consult his plumber about the installation of such fixtures as he may select.

The story of the advertising campaign, and what it may reasonably be expected to accomplish, is told not only to the jobber under whose name it will appear, but to the individual plumbers in his "sphere of influence." One of the strongest mailing pieces in the campaign is a booklet for the plumber which reproduces a large number of the forthcoming newspaper ads, shows the covers of several of the folders to the householder, and gives the electrotypes which the plumber should order to use under his own name on the two days each week when the jobber's copy is running, the plumber being told to ask the newspaper to give him space right beside or underneath the jobber's advertising. The plumber is also urged to have his journeymen turn in a complete report on the condition of the fixtures in every house in which they work, as such a report will often suggest the need of new fixtures. In the booklet is a "tipped in" colored reproduction of an attractive card for street-car advertising, supplied free, to be used under the plumber's own name. This card shows two pictures, one of the average old-fashioned bathroom, and one of a modern, well-equipped one. "Do you realize how little it costs to make this transformation—the Thomas Maddock way?" the copy says. "Come in now and find out."

The tone of the newspaper advertising campaign for the jobber is simple and forceful. One ad shows a housewife down on her knees scrubbing beside an old-fashioned wooden tub. "How long are you going to keep your wife at this—trying to keep the bathroom clean?" the copy demands, and goes on to state that "comfort, pride and health all argue for a modern Thomas Maddock bath-

room," and that "you wouldn't delay if you knew how little it really costs to have a safe and sanitary bathroom—the Maddock way." Another advertisement shows the housewife pointing out to a visitor her new bathroom, with an air of pride, saying "—and you remember how it used to look." In other copy the fact that a good bathroom helps to rent a house quickly is stressed, while special copy for hotel keepers in another ad shows that a competitor may be getting business lost by the hotel with poor bathroom facilities.

As to results of this campaign, Joseph T. Sullivan, advertising manager for Thomas Maddock's Sons Company, advises PRINTERS' INK that it is a little early to state positively how big will be the fruits of the work, but that the outlook for 1918 is getting steadily better, and that there is plenty of "light ahead."

When you remember that only a few short months ago Thomas Maddock's Sons were, as Mr. Sullivan says, "face to face with an outlook as discouraging as any they had ever encountered," you will see how nicely advertising has here played the role of heroic rescuer, charging with leveled lance at the ogre, Business Depression, and saving the faire ladye, Annual Sales, in the nick of time. Certainly the recital of how a seemingly "saturated field" was found to be capable of being reworked with the aid of intensive sales efforts when necessity arose should be full of inspiration for every manufacturer who has been somewhat inclined to cry over milk spilled through the recent rude jostlings of the great god Mars.

### New Orleans Wants 1919 Convention

The 1919 convention of the A. A. C. of W. is wanted by New Orleans. S. O. Landry, president of the Advertising Club of New Orleans, states that a meeting of 200 leading business men of the city, called together by the mayor, unanimously voted to back the club with a \$50,000 fund should New Orleans be selected as the next convention city.

M  
Serve  
Power  
Electri  
E  
Engine



# In Thinking of the Strategy of War—Don't Forget the Strategy of Business

The windpipe of an army is its line of communication with its base. Cut that line and the army's life is as effectually cut off as is that of the man whose throat is gashed.

The base of any business is in the good-will and confidence of its trade—its customers, active or prospective. Good-will and confidence rest on acquaintance.

Trade acquaintance is to a business what the line of communication is to an army.

The business that is oversold or commandeered by the government for war purposes is in grave danger of having its line of communication cut, not by hostile force so much as by *neglect*.

The wise military general sacrifices strength on the fighting line if necessary to insure his line of communication.

The wise business general will do likewise.

Effective, continuous advertising is the strongest protection for that vital point.

## McGraw-Hill Publications

*Serve a Buying Power Aggregating Billions of Dollars Annually*

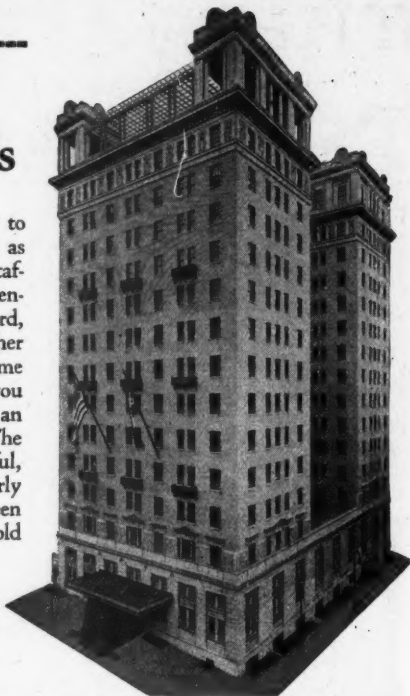
Power	Coal Age	The Contractor
Electrical World	American Machinist	Engineering News-Record
Electric Railway Journal		Electrical Merchandising
Engineering and Mining Journal		Metallurgical and Chemical Engineering

*Members of Audit Bureau of Circulations*

## Baltimore --- A City of Fine Hotels

If you have ever been to Baltimore such names as The Belvedere, The Stafford, The Emerson, Renner, Caswell, New Howard, Kernan's and many other hotels must instantly come to your mind. When you come again you will find an imposing addition, The Southern Hotel, a beautiful, modern hostelry of nearly 350 rooms, rising fourteen stories on the site of the old Carrollton Hotel.

*(View of the new Southern Hotel, Light and German Sts., Baltimore)*



Patrons cherish up-to-dateness in a newspaper no less than in a great hotel. Absolutely dependable Associated Press dispatches, published in last minute editions from noon to 5:30, the capable and constructive handling of news and editorials, gives The NEWS a "full house" of reader attention EVERY DAY almost equal to "cots in the halls and sample rooms."

Since the first of February NEWS circulation has averaged over 107,000 net paid daily and over 113,000 net paid Sunday—the largest and much the fastest growing circulation in Baltimore, daily and Sunday. It is little wonder, therefore, that results from advertising in The NEWS have shown an increase that is truly amazing.

*For Greater Baltimore Business Concentrate in*

# The Baltimore News

Average net paid for March 1918

Daily 108,015, Gain 16,110—Sunday 113,908, Gain 28,270

DAN A. CARROLL  
Eastern Representative  
Tribune Building  
New York

*Have a week*  
Advertising Manager

J. E. LUTZ  
Western Representative  
First Nat'l Bank Bldg.  
Chicago

# THE BALTIMORE NEWS

March Net Paid Daily Average Circulation

## 108,015

March Net Paid Sunday Average Circulation

## 113,908

Daily Gain . . . . . 16,110 Net  
Paid

Sunday Gain . . . . . 28,270 Net  
Paid

News circulation growth in March is but a continuation and extension of the great strides the paper has been making for many months.

	Net Paid	Daily	Gain	Sunday	Gain
Dec., 1917 . . .		89,763	15,417	89,089	25,834
Jan., 1918 . . .		99,044	21,487	99,972	31,530
Feb., 1918 . . .		107,109	18,095	113,925	32,420
March, 1918 . . .		108,015	16,110	113,908	28,270

*For More Baltimore Business Concentrate In*

## The Baltimore News

Average net paid for March 1918

Daily 108,015, Gain 16,110—Sunday 113,908, Gain 28,270

DAN A. CARROLL  
Eastern Representative  
Tribune Building  
New York

*Frank A. Webb*  
Advertising Manager

J. E. LUTZ  
Western Representative  
First Nat'l Bank Bldg.  
Chicago

## ***An OFFSET PAPER with A Reputation to Maintain***

For every grade of paper there is a certain standard—a sheet that combines all the desirable qualities.

### **EQUATOR OFFSET**

has a reputation among offset printers and users of being the standard offset paper—The one sheet giving the best printing results and the greatest production day after day the year 'round. Equator Offset is made as a specialty. Rigid adherence to a certain standard for strength, finish, sizing, color and packing is producing a specialty Offset paper as uniform from every standpoint as is humanly and mechanically possible.

*Send for samples and prices*

## **SEAMAN PAPER COMPANY**

Formerly

**BERMINGHAM & SEAMAN CO.**

*Paper Manufacturers*

**CHICAGO**

208 So. LaSalle St.

**NEW YORK**

200 Fifth Avenue

St. Louis Minneapolis Milwaukee Buffalo St. Paul Philadelphia

# Fewer Remailed Periodicals Going Abroad

But Cantonments in This Country Will Get All the More

JOSEPH CAMPBELL COMPANY  
CAMPBELL'S  
PORK AND BEANS, SOUPS, KETCHUPS  
CAMDEN, N. J., March 26, 1918.

*Editor of PRINTERS' INK:*

Have you any information in regard to the extent of the remailing of magazines to the United States army camps, both in this country and abroad?

JOSEPH CAMPBELL COMPANY,  
H. F. JONES,  
Advertising Manager.

THE Post Office Department has not, at this writing, any statistics indicative of the volume of magazines and periodicals remailed at the one-cent-per-copy rate to United States Army camps at home and abroad. Mr. Wood, Chief of the Division of Classification of the office of the Third Assistant Postmaster General, informs *PRINTERS' INK* that he hopes to have some figures on the subject later, but he could not hazard a guess as to the volume of this mail, although it is known to be heavy.

More interesting, perhaps, as a piece of news, than any measure of the volume of magazine remailing is the information that comes to *PRINTERS' INK* from authoritative sources at Washington this week that the forwarding of remailed magazines and periodicals to members of the expeditionary forces abroad has been curtailed sharply and may have to be abandoned altogether. Such an embargo is possible any day as a sequel of the order just issued by the Post Office Department to the effect that no parcel post packages are to be forwarded to United States soldiers and sailors abroad except upon specific request of the prospective recipients.

This drastic limitation of parcel post business will, of course, seriously affect the operations of the very considerable number of advertisers who have made offers to dispatch direct to addresses in

France all manner of food specialties and utilities for use in trench or camp. Indirectly, however, an even greater number of advertisers might be affected if it becomes necessary to shut down entirely upon the dispatch of remailed reading matter. The radical revision of the Government programme for keeping American fighters abroad well supplied with reading matter from home has been due solely to the shortage of tonnage. Unless there is an unexpected relief of the demands upon cargo space the officials at Washington see nothing for it but to cut out entirely forwarding periodical mail of the class mentioned.

Already there is being forwarded to France only a fraction of the volume of remailed magazines that, in accordance with the original intentions, would be crossing the Atlantic at this time. For some weeks past the forces in France have been "rationed" in this respect and the preponderance of remailed magazine mail is being diverted to the military camps and cantonments and the navy yards and naval stations in this country. If it is found necessary to do away entirely with foreign distribution, all periodicals suitable for such use will be diverted to the American training camps, etc.

## MANY PERIODICALS RECEIVED IN BAD CONDITION

While it is not a subject that is likely to be reflected in official orders by the Post Office Department, *PRINTERS' INK* is advised by its Washington correspondent that a handicap is intervening to deny to advertisers a portion of the benefit which many of them may have anticipated from the expanded circulation of remailed periodicals. The hobble on this reworked circulation is found in

the deplorable condition of many of the periodicals donated for the use of soldiers and sailors. So extensive and so serious is the situation, that it is found necessary to sort all publications before forwarding, and great quantities of the magazines, etc., have been discarded as in effect unmailable. The fact that the magazines are second-hand may be principally responsible for the condition in which many of them are received or it may be attributed to the circumstance that they are remailed unwrapped. Whatever the reason the effect is considerable waste circulation.

Another factor that operates to curtail to some extent periodical circulation by remailing is the circumstance that the Post Office Department has adopted the policy of not forwarding any periodicals that are accounted "too old." When the Washington correspondent of **PRINTERS' INK** asked at the office of the Second Assistant Postmaster General for an interpretation of the age limit as here applied it was explained that lapse of timeliness is operative, for the most part, only against periodicals that deal primarily with current events. Literary magazines and fiction monthlies that presumably lose none of their powers of entertainment are passed along without much regard to date, but reviews, etc., that are accounted obsolete are weeded out at terminal points before remailed periodicals are forwarded. — [Ed. **PRINTERS' INK**.

### Booth Advanced With Beech-Nut

Arthur Booth, for five years in the sales department of the Beech-Nut Packing Company, Canajoharie, N. Y., has been appointed manager of the company's department of publicity and sales promotion.

### Beresford Woodward With "Leslie's"

Beresford Woodward has left the staff of *Hearst's Magazine*, New York, to join the Eastern staff of *Leslie's Weekly* of the same city.

## Grocerteria Abandoned; Thieving the Reason

**T**HE idea of a "grocerteria," a cut service costs, has been abandoned by the H. G. Chaffee Company, of Pasadena, Cal. This company has conducted six such stores and eighteen of the other kind of groceries in the neighborhood of Pasadena and only abandons the grocerterias after a thorough tryout. The expense of running the grocerterias was 2 per cent less than the other stores, but the gross margin was from 4 to 6 per cent less.

H. G. Chaffee, Jr., tells in the *Los Angeles Commercial Bulletin* how he sought for the reason of this surprising discrepancy.

"In our search for the cause," he said, "we held a meeting of our grocerteria managers, stated conditions to them and they were unable to suggest whence the leak came. We then asked about pilferage, and they felt sure that it would not account for so much.

"Then one manager said he had caught one or two trying to filch things and when I asked for details reported that one man had tried to carry away two tins of R. & R. chicken. Those cans sell for 45 cents each, thus here was 90 cents, which is 4 per cent on \$22.50 of goods. Hence, there must be sales without pilferage of \$22.50 to offset this leak and another \$22.50 to make it good, or a total of \$45 sales before we have recovered the equation. So it was very readily obvious that what might appear like a small leak would quite easily account for the average shrinkage of 4 to 6 per cent from our normal gross margin in our other stores.

"We were not satisfied even with that evidence. We had planned rather carefully to extend grocerterias and did not want to abandon them until we knew to a certainty that the cause of their unprofitableness was beyond our control. So, reasoning from the R. & R. chicken incident, we kept tab on other items of small bulk and concentrated value, like



bouillon cubes, beef extracts, canned chicken, quarter-pound packages of tea, chocolate, etc.

"Two or three such items were inventoried every morning and the cashier kept track of those things as they passed over her counter for checking. In practically every instance the stock checked short from one to three or more units in the evening. How, then, could we escape the conclusion that pilferage by customers was the cause of our trouble? Also, aside from the question of self-interest, were we not making or developing petty thieves out of some of our patrons—children, perhaps, to whom the temptation of accessible dainties was too strong?"

#### Barr's New Position in Pittsburgh

E. Barr, for many years connected with the foreign advertising department of the *Pittsburgh Gazette Times* and *Chronicle Telegraph*, has been placed in charge of the business departments of these newspapers.

#### New York Publishers Organize for Loan Drive

Publishers and printers of books and periodicals, general printers, job printers, photo-engravers, bookbinders and wholesale and retail booksellers have organized in New York for promoting the sales of Liberty Bonds. Charles Scribner, president of Charles Scribner's Sons, is chairman of the general committee and will also have charge of the work among the publishers. The latter work he shares with George P. Brett, president of the Macmillan Company; G. A. Plimpton, of Ginn & Company, and Joseph H. Sears, president of the D. Appleton Company.

The periodical branch of the industry will be in charge of A. C. G. Hammesfahr, vice-president and general manager of P. F. Collier & Son. Charles E. Butler, treasurer of Brentano's, will be in charge of the work among the book-sellers. The campaign among the bookbinders and allied trades will be in charge of Raymond E. Bayles, president of the Eugene C. Lewis Company.

The general field of printers, photo-engravers and other branches of the practical end of publishing will be under the supervision of John Clyde Oswald, editor of the *American Printer*.

Albert Stritmatter has been appointed Cleveland district manager of the *Chilton Tractor Journal*, Philadelphia.

## The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine  
and Street Car Advertising

Publicity and Merchandising Counsel

# Companies Pool Free Service Work to Cut Costs

Makers of Anti-Friction Bearings Organize Subsidiary and Advertise Joint Service

By C. C. Casey

**B**EHIND the somewhat novel advertising which has been running in the automobile trade papers and in the leading newspapers of twenty-two principal cities, is a service plan that may easily be of interest to any advertising man.

The application of the plan also is nearly unlimited, and can be adapted to other lines of business.

The advertising is appearing over the name of the Bearings Service Company, of Detroit, but it practically is the advertising of three of the leading anti-friction bearing manufacturers.

In the anti-friction bearing field, no one manufacturer has been able to give a service that was worth talking about because of the great cost of maintaining branch service houses.

About a year and a half ago three of the leading makers, strong competitors in a sales way, got their heads together on the service question and organized a subsidiary company to take over the service for all three makers.

It was figured out that working together, with one service organization, it would be possible to have enough service branches to give a service that would justify *calling* it service, and at a joint cost that would be lower even than the service that was being given by each under the old plan.

Another angle that promised big things was that by having service branches in enough cities, and putting the service branches on their own bottoms, the retail sales of anti-friction bearings would jump to an extent that would make the profits on the retail sales pay the manufacturers' part of the service cost. This idea is said to have worked out in practice.

The subsidiary company was started with five branches—by taking over the service branches of the three manufacturers. The number of branches rapidly increased until there are now twenty-two, in the twenty-two principal cities.

The advertising which is being done by these branches—or rather by the subsidiary company in the cities where these branches are located—undoubtedly is proving of considerable value to the manufacturers.

These three manufacturers are non-competitive as to styles of bearings. The Timken Roller Bearing Co., one of the manufacturers, makes a roller bearing on the taper style. Hyatt, another maker in the arrangement, makes a straight face roller bearing, while the other manufacturer, New Departure, makes a ball bearing. Each makes bearings in many styles—Hyatt about 500 sizes and styles; Timken about 350 and New Departure about 150, or about 1,000 different bearings in all.

## ALL THREE MAKES FEATURED IN THE ADS

By working together through one service organization, these three companies are able to furnish an anti-friction bearing to fit practically any possible shape or size of bearing opening. These represent bearings for every automobile that has ever been fitted by any of the three companies, in all some 600 different makes of cars.

One of the current newspaper ads features one of the first automobiles and one of the latest, in the same illustration. Under the headline, "From the oldest to the newest," is the typical appeal: "Can you remember the Globe

## 8,330 *automobile dealers* read *Leslie's every week*

A natural result of our "rated sales" direction of subscription selling of *Leslie's* is that we get a very large percentage of the best retail dealers of all kinds.

For example, automobile, truck, and accessory advertising in *Leslie's* reaches over 500,000 heads of families—and 8,330 of them are automobile dealers who read *Leslie's* every week for at least a year, as \$5-a-year subscribers.

Automobile campaigns in *Leslie's* not only reach half-a-million substantial people—but they also reach many of the foremost automobile dealers in each community.

Only three general periodicals carry more automobile advertising than *Leslie's*.

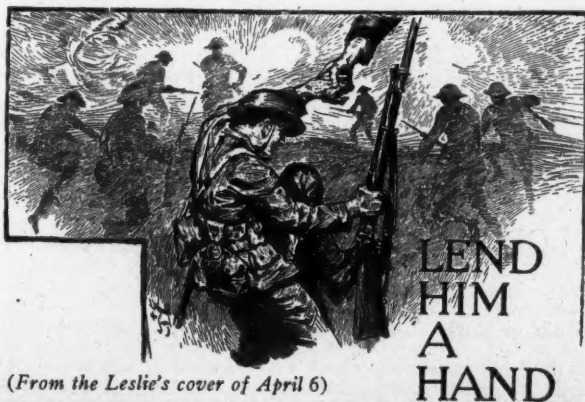
*Current editions, 528,000—and growing*

# Leslie's

*Illustrated Weekly Newspaper*  
Established in 1833

LUTHER D. FERNALD, ADVERTISING MANAGER  
New York—Boston—Chicago—Seattle

## Buy Another Liberty Bond



(From the *Leslie's* cover of April 6)

LEND  
HIM  
A  
HAND



## *Are You Looking for Export Experience?*

**E**XPORT FIELDS are opening up the greatest opportunity that ever faced Manufacturers and Merchandisers of America. Forward-looking men are preparing for tomorrow, *today*.

Expert experience—the knowledge of practical men who know the ground—is the immediate need.

Critchfield & Company meets this need with a completely equipped Export Department, manned by specialists in the advertising of American-made goods in foreign countries. Our Export Department is successfully serving our clients. It can serve you. Let us counsel with you on your export problems.

**CRITCHFIELD & COMPANY**

Brooks Building, Chicago

New York      Boston      Minneapolis      Detroit

car, the Sphinx car, the Dragon, the Chalfant or the Great Smith?

"Probably not. Yet if an owner of one of these cars, or many others whose names have passed into oblivion, should ask us for bearing service, we would be ready to supply his needs intelligently and immediately.

"No matter how old or how new a car may be, where it was made, or who its maker—its needs for bearing repair and replacements can be supplied through our service stations."

About 300 of the makes of cars now are "orphans," each with its list of yearly models.

As a feature in all of this advertising, including a campaign running in the principal dailies of 550 small cities, there is an illustration of one of the bearings of each type, marked Timken, Hyatt and New Departure.

An interesting phase of the plan from the purely technical point of view of those advertising and sales executives who have a service problem, is the method of giving free service through this subsidiary service organization.

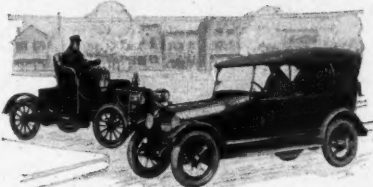
Every employee of the service company is on a straight salary, with no bonuses nor commissions on sales or service work. So far as the service organization is concerned, it makes not a cent difference whether a bearing is given as a free replacement or sold outright. Because of this independence, each service man can view each car owner's approach in a purely neutral manner. If the bearing returned is defective in the neutral opinion of these service men, it will be replaced without charge to the customer, but the replacement will be billed at full retail price back to the manufacturer.

The number of defective bearings, of course, must of necessity

be comparatively small under modern manufacturing methods. Most bearings go wrong through accidents and other causes outside the ordinary service-expectations of a bearing, so that the largest percentage, by far, of service demands are not demands for free service. It means more to the user of any machine, whether automobile or printing press or harvester, to get quick service than to get free service.

By taking the service to the

## Bearings Service for Any Car



## From the Oldest to the Newest

Can you remember the Globe Car, the Sphinx Car, the Eragon, the Chalfant, or the Great Smith?

Probably not. Yet if an owner of one of these cars, or many others whose names have passed into oblivion should ask us for bearing service, we would be ready to supply his needs intelligently and immediately.

No matter how old or how new a car may be, where it was made, or who its maker—we would be ready to supply his needs through the Bearings Service Company.

Manufacturers of Timken, Hyatt and New Departure bearings have provided us their different service representatives, with complete and authentic engineering data. With this complete information and with the complete range of these bearings in stock in all of our twenty-two branches, we are able to supply the bearing requirements of practically any make of motor car, motor truck or tractor.

In addition to our twenty-two direct branches situated in the most important automobile centers of America, there are several hundred agents representing us in smaller cities and towns. These agents are equipped to give you expert advice and supply bearings for repair and replacement in a prompt and reliable manner.



## BEARINGS SERVICE COMPANY

GENERAL OFFICES DETROIT, MICH.

COPY MAKING THE POINT THAT BEARINGS WILL BE SUPPLIED FOR ANY MAKE OF CAR, WHATEVER THE VINTAGE

prospective need, there are many opportunities to make retail sales where the service given is no more free service than is the sale of a new tire, or a new lamp, or the putting of an assorted grocery stock in the neighborhood of prospective grocery buyers. It still is service, however, in that it makes possible a convenient source from which to obtain the repair parts.

Under the plan worked out by these bearing manufacturers, there also are several hundred service agents in the smaller cities. These

for the most part are car dealers, garages, accessory stores, etc. They are, in a measure, so far as bearing service goes, simply dealers in anti-friction bearings, who can draw immediately on the nearest branch service station stock for any bearing needed, if they have a call for one not in their own stock.

These dealers, of course, while they can give prompt service, naturally will go slow on free service because they have something to sell. They also, however, are protected on free service by being able to charge back to the service company and through the latter to the manufacturer, any bearings replaced on free service.

#### THE MANUFACTURERS' OWN ADVERTISING

The several bearing manufacturers are using some advertising, mostly in their house-organs and in direct-mail work, to feature the service being given by the service subsidiary. Judged from a purely advertising and selling point of view, the advertising which the service organization is giving the three manufacturers probably is worth more to those manufacturers than the cost of the free part of the service they are obliged to give, for the service company cannot advertise its service without advertising the three manufacturers.

A detail of the service selling plan which may be of interest is the publication by each of the three manufacturers of a catalogue of bearings showing the exact bearing number used in every automobile manufactured from the "Year 1" of the auto industry down to date. Any car sales agency, or garage, or repair shop, can know at a glance the exact number, size, style and price of the bearing in any car he may be repairing, regardless of its age or make. In view of the fact that there are, as stated, approximately a thousand different styles and sizes of bearings made by these three companies it will be seen that this of itself has been an important step in service. The

catalogues have been prepared by the manufacturers only recently, for the service company, and were recently advertised by the service organization in trade papers, newspapers and twenty-two exactly similar window displays in the twenty-two service cities.

The service company's windows in each of the twenty-two cities are dressed exactly the same, so far as physical differences, or shapes of windows, will permit, and are changed on the same days.

#### "A Proprietary Interest in U. S. Government"

Mac Martin, of Minneapolis, a member of the advertising committee of the Third Liberty Loan in the Ninth Federal Reserve District, sees good resulting from the insistent attitude of the Government against paying for its own advertising.

"Years ago," he writes **PRINTERS' INK**, "we learned that one of the most delightful tasks in the world is writing history. I don't believe there is an advertising man in the country to-day who hasn't written some Liberty Loan advertisements and I am certain that after the third campaign is over there will hardly be an advertiser in the country who has not bought a personal interest in his Government's advertising. We may have been wasteful and the campaigns may not have been handled like clockwork, but, when all is said and done, I believe that this plan has given every one of us as individuals a proprietary interest in the United States Government, which we never would have had if the advertising had been handled in another way.


"From the standpoint of personal interest, I can't help but think how much pleasure I would have missed and how much pleasure thousands of other advertising men throughout the country would have missed if they hadn't had a chance to do part of their bit in this way."

Mr. Martin estimates that advertisers in the Ninth District will call for 32,000 stereos and mats during the present campaign.

#### Cell-Beam Spot Light Adver- tised

The Cell-Beam Corporation has been formed in New York to take over the merchandising of the Cell-Beam Concealed Spot Light, previously manufactured and sold by the Cell-Beam Manufacturing Company, of Brooklyn. Rex W. Wadman is president. Advertising in national publications began appearing this month. Copy is also being run in class publications devoted to automobiles and motorboats.





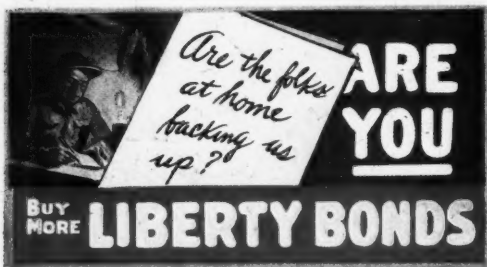
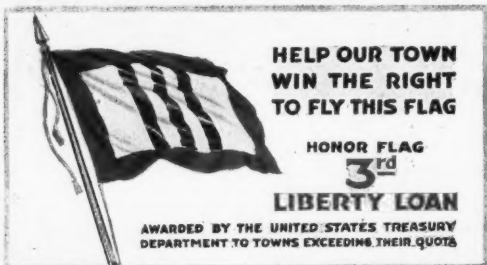
# 60%

## *Increase in June*

*The June 1918 Delineator  
contains 60.6% more ad-  
vertising than June 1917  
which in turn was larger  
than any previous June*

## *The Delineator*

*No Mail Order Advertising Accepted*



**A**BOVE are reproduced the car cards of the Third Liberty Loan. The cards were displayed on the Street Cars of the United States. The cards were designed by Mr. Wilson, Director of Publicity, for the Treasury Department, at

The Street Cars were selected as the Medium to introduce the Liberty Loan and the Flag Card (No. 1 middle row) was displayed in the cars. At the beginning of the Drive the other designs were added to the display. The cards would be constantly before the huge army of Street Cars throughout the



SHALL WE BE MORE  
TOOER WITH OUR  
OLLARS THAN WITH  
E LIVES OF OUR  
NS?"

*My Goodness*

**BUY A  
LIBERTY  
BOND**





YOU DON'T  
WANT THIS  
OVER HERE—

**BUY  
MORE LIBERTY BONDS**

o Mill Reasons  
you buy more  
BONDS

**Which Will YOU Wear?**

The Kaiser would gladly  
confer the iron Cross on the  
man who dodges buying a Bond  
of the **THIRD LIBERTY LOAN**

**UNCLE SAM** proudly  
gives this Button to the  
man who buys a **THIRD  
LIBERTY LOAN BOND**

**L BAR OF HONOR**

OWNERS OF  
3<sup>rd</sup> LIBERTY  
LOAN BONDS  
WEAR THIS  
BUTTON

**LIBBY LOAN**



Make  
His  
Dreams  
Come  
True

**LIBERTY  
BONDS**

Third Liberty Loan, now being displayed before the 42 million daily  
eyes. Cards were prepared under the supervision of Frank R.  
Deputy, at Washington, D. C.

introduce official Honor Flag to the people of the United States;  
displayed in cars several days in advance of the Loan. At the be-  
d to display, so that the full weight of these powerful appeals  
meet Cars throughout the entire period of the Loan.

COLLEGE OF BUS



## BUILDERS *of* AMERICAN BUSINESS

THEO. F. WHITMARSH, VICE PRESIDENT AND TREASURER  
OF FRANCIS H. LEGGETT & COMPANY

"I do not see how any business man can read  
SYSTEM even casually without finding in it much  
that can be profitably applied to his own business.  
That has been my experience."

A handwritten signature in dark ink, appearing to read "Theo. F. Whitmarsh". The signature is written in a cursive style with a horizontal line at the end.

NUMBER CXXIV in the series of portraits of readers of SYSTEM

# "Individual Aid Service" for Near-Successful Salesmen

How One Concern Makes Each Salesman His Own Detective for Faults

By Forbes Lindsay

Superintendent of the School for Salesmen, Pacific Mutual Life Insurance Company, Los Angeles, Cal.

OUR Individual Aid Service is essentially personal in character and designed to meet the particular needs of the salesman. It is offered to all the company's field force and at present 378, or about one-third of the entire number, are availing themselves of it.

The service is made conditional on the furnishing of a confidential statement and the acceptance of a production quota by the salesman. The former is a printed blank, containing a number of questions designed to elicit information as to general condition; strong and weak points in salesmanship, personal advantages and handicaps, methods of work, etc. This statement and the ensuing correspondence will put me in possession of an intimate knowledge of the man and his work. A folder is assigned to each individual. It contains his business history, confidential statement, quota record and correspondence. In fact, practically all the information the company possesses regarding the salesman is brought together in the folder, and the papers which are added from time to time disclose the story of his subsequent progress.

Observation of any typical group of salesmen will reveal a number who fail of success only by reason of some personal inefficiencies, of which the individual is, perhaps, hardly conscious and whose effects he usually underestimates. Not infrequently these defects will yield readily to specific treatment. A common result secured in sixty or ninety days is increase of productive capacity from ten to fifty per cent, when the salesman co-operates honestly in the effort.

Lack of success in a salesman who appeared to have every desirable qualification puzzled me until I learned that he had a dislike—almost a contempt—for the life-insurance business and only pursued it for convenience. By inducing him to make a study of life insurance as a science and as an economic factor we entirely changed his attitude. As a result, he found a keen pleasure in his work and wrote nearly three times as much in the ensuing year as in the preceding one.

## SMALL OBSTACLES BLOCK OTHERWISE SUCCESSFUL SALESMEN

While this instance illustrates the comparatively slight and easily removable obstacle that sometimes stands in the way of success, it involves the important principal of creating a solid foundation of interest. I once made the acquaintance of a cigar salesman whose work was the veriest drudgery, because his heart was not in it. Although he had been two years in the business, he knew little about tobacco. What I was able to tell him in an hour excited surprise and interest. Meeting this man two years later, I found him uncommonly well informed on the cultivation and manufacture of tobacco in all parts of the world, and only a few places from the leading salesman of his house.

Every man selling goods may gain in technical efficiency and interest in his business by a similar study. The reading of Hart's "Cacao" might easily be worth several hundred dollars of commissions to a candy salesman, or Pearson's "Rubber Country" to a tire salesman. A sales manager who puts such books in the hands

of his force is making a good investment for the house.

During the last four weeks of the course a record card and a detective card are sent out with each lesson. The former may be compared with a cost-keeping device. It is designed to indicate how much time is spent in work and with what results. It is an effective method of revealing waste of time and energy. The latter is a simple, but infallible, indicator of the strong and weak points in the salesman's canvass. A few of these cards, covering fifty or sixty calls, will give the superintendent a very fair knowledge of the qualities and defects of the agent's work. The cards are mailed to the superintendent when completed and returned with his comments and suggestions for change in methods.

The record card has spaces on one side to be filled out with hours worked in morning and afternoon, new calls, prospects called on and secured, business written and commissions earned. The report covers a week's time. The reason for the card is found printed on the reverse side:

The object of this daily record is to help you increase your own efficiency. You should not only "know thyself" but know thy work. As your own employer you must be exacting—demand an accurate daily accounting of every hour of your time. Be systematic in your method—persistent in your efforts and you will be surprised at the gradual but positive increase in your remuneration.

Endeavor to work according to the following memoranda as a basis for your minimum business:

6 working days per week, 6 interviews (not calls) per day=36 interviews (not calls) per week=144 interviews per month (26 days).  $144 \div 2 = 72$  Favorables,  $72 \div 2 = 36$  Hopefuls,  $36 \div 2 = 18$  Probables,  $18 \div 2 = 9$  written. Average policy \$2,000. Result \$18,000 per month (26 days). Average premium \$35 per \$1,000. 12 months paid for production \$216,000. Premiums \$7,560. Average commission 50 per cent, 12 months' Income \$3,780.

Do not fail to file a copy of this card with the Manager next Monday.

The "detective" card has columns entitled "approaches," "gained attention," "created interest," "attempted to close" and "closed."

The explanation on the back follows:

"The Detective" is to be used in conjunction with the "Record Card."

The "Record Card" is the account of your expenditure of time.

"The Detective" is the exposure of your weak and strong points.

It will show you what you do and what you fail to do in each particular interview.

If you are poor in the approach, good at creating interest, or slow in attempting the close, "The Detective" will clearly show it.

With the aid of this infallible indicator you may remedy your defects and take full advantage of your strong points.

Record each approach, indicating by the appropriate figure whether it is a first, second or third call. Crosses in the respective columns will tell the rest of the story.

Use one card each day. Once a week, or more often, if desirable, submit the cards to your agency director, who will examine and discuss them with you, and give you practical assistance in working out any changes in your canvass that "The Detective" may seem to call for.

#### HOW CARDS WORK IN PRACTICE

The great majority of men who apply for Individual Aid are more or less failures. The most common trouble is lack of systematic and hard work. A definite plan is mapped out, embracing seven hours a day of actual canvassing and strict accounting by means of the record card. The salesman is inspired by correspondence and, perhaps, one or two pamphlets from the personal efficiency courses, to acquire the right mental attitude, and urged to follow the plan rigidly for one week. Often, this is the first time that he has ever worked hard and intelligently. The result, and a little persuasion, will generally induce him to continue for another week. Usually a month of this sort of leading will develop a condition of enthusiasm and ambition which will carry the salesman along for a considerable period. But a close watch must be kept on him for the reaction, which will occur at gradually longer intervals. Through this method many men have discovered capacity that they did not suspect themselves of possessing and, with success, have acquired



a liking for their work and become habitually industrious.

Not infrequently with beginners the confidential statement will record hard work for months with poor results. In such cases it is obvious that the trouble is in the quality of the effort. The salesman is requested to send in four or five detective cards and at the same time to give detailed accounts of a few futile attempts to close, adding his own opinion of the precise reason for failure in each instance. This is to encourage in him the practice of analyzing his canvasses, no less than to afford information to the superintendent. In a large proportion of cases the source of weakness is readily detected and remedied without great difficulty. Having taken the regular course of instruction, the salesman knows exactly how a canvass should be conducted. When he consistently fails to close, it is generally because he violates some principle or neglects some essential. In the absence of these causes the difficulty is always traceable to some defect of character or personality, which, of course, is much harder to treat with success than a defect in method. However, the personal efficiency course has proved extremely efficacious, and in not a few instances has produced radical changes in disposition and habits. I have in mind one of my most cheerful and optimistic correspondents, who is a steady producer, but a year ago was a man of the Ishmaelite type, hating himself and the world at large.

#### DETECTIVE FINDS THE TROUBLE

A very promising beginner worked hard for several weeks without results. A half a dozen detective cards showed that he reached the last stage of the canvass in an unusual proportion of cases, but always stopped short of closing. The explanation was that the man had a strong, but poorly arranged, canvass. By taking some of his effective material from the presentation and

reserving it for the close, the difficulty was entirely overcome. The salesman began to write business at once and has been a large producer ever since. But for the use of the detective card he would doubtless have been a much longer time in discovering his weakness and arriving at success.

It goes without saying that the "treatment," as I term it, differs with the subject. But no matter what the method followed, success depends upon the salesman being convinced that the superintendent can help him and is in genuine sympathy with him. It is extremely doubtful whether the method could be effectually employed by any but a man with practical experience in salesmanship.

In this phase of the work I have constantly employed covert suggestion, an agency which might be used by sales managers with advantage to much greater extent than it is. This medium is about the only one practicable in the attempt to influence salesmen of experience and advanced years, who will not accept advice nor direction. Among the many upon whom I have worked with good results through veiled suggestion, three were over sixty, refuting the adage that "you can't teach an old dog new tricks." In order to practice suggestion effectively it is, of course, necessary to make some study of psychology and of character types.

A library of well-selected books is maintained in connection with the field-service department. I sometimes frankly practice direct suggestion and at the same time aim to stimulate auto-suggestion by sending a salesman an appropriate volume to read. Last Christmas upwards of one hundred copies of the "Magic Story" were mailed to correspondents of the department. A number of acknowledgments of great benefit received represent a handsome return on the investment.

The confidential statement and the personal correspondence are intended to bring about the most

intimate relations possible. I invite the salesmen to regard me in the light of a father confessor. Not a few do so with benefit to themselves. The mere act of relating their difficulties helps some men, and the instances are rare in which no practical advice can be given. Among the subjects of correspondents are matters of a distinctly private character and even domestic affairs. But all these have their bearing on vocational efficiency, and the more a sales manager knows about his men the greater his scope for assisting them.

I once watched a salesman steadily deteriorating under the effect of a secret trouble. Only when he had reached a condition of helpless depression, and after urgent persuasion, did he divulge the cause of his break-up, explaining his reluctance on the ground that the matter had "nothing to do with his business." The advice given to him led to relief within a few weeks and he regained his normal efficiency. In a similar situation, I have known a salesman to commit suicide who, in all probability, might have been set on his feet by a sympathetic manager.

The production quota I consider a very important medium for stimulating salesmen and keeping their interest alive. Its object is defeated, however, by putting it on a long-term basis. An ultimate figure may be set for the year's production, but quota periods should be reduced to three months, at longest. Even at that, there should be a monthly, or, better still, a weekly, checking up. A weekly-production club, the members of which are pledged to write one application, at least, every week, is an effective feature of the field service.

Many sales managers are more prompt to criticize failures than to acknowledge achievements. At regular intervals, letters should go to every man on a quota, encouraging those who have fallen short and praising those who have reached the mark. The most valuable salesman is of the mer-

curial temperament. A friendly communication from his manager often has a marked effect upon his work.

The service includes a weekly letter. The essential features of this are brevity, one main idea, and some practical suggestions that the salesman can adopt in his work.

My experience tends to the conclusion that the most common difficulty with salesmen is to sustain interest in their work. On a rough calculation, one-half of the field service is devoted to overcoming this difficulty, and the other half to promoting efficiency.

### Ritchie Heads Fifth Ave. Bus Company

John A. Ritchie has been elected president of the Fifth Avenue Coach Company and New York Transportation Company, New York, succeeding Richard W. Meade, who has been made chairman of the board. Mr. Ritchie was formerly connected with the Illinois Central Railroad Company and more recently with the Interborough Rapid Transit Company, New York, as operating statistician. In the latter position, among other duties, he had charge of the correspondence that arose incidental to the company's campaign on the "stickers" in its cars. This campaign was described in the January 17 issue of *PRINTERS' INK*.

### E. S. Butler With "Modern Priscilla"

Ernest S. Butler has joined the advertising staff of the *Modern Priscilla*, Boston. His time will be divided between the New York and Boston offices.

Mr. Butler was at one time advertising manager of the *Christian Endeavor World*, Boston, and later was associated with the New England office of the Curtis Publishing Co. From there he went to the Cowen Company, Boston.

### Approves St. Louis Advertising Appropriation

St. Louis' legal department having passed on the matter of appropriating funds for advertising the city, and approving it, the Board of Apportionment and Estimates on March 29 voted a fund of \$12,500 for such publicity work by the Chamber of Commerce for St. Louis. The Chamber of Commerce and the Advertising Club plan to raise another \$12,500 at once to secure the desired "pioneer" fund of \$25,000.



**T**HE March and April editions of McClure's Magazine were cleaned out entirely.

The print figure for May is 665,000.

## WHAT THE PUBLIC WANTS

THEY were talking advertising over their after-luncheon cigars, the head of the agency and his vice-president, and the Head was saying:—

"Sometimes I think we don't get around enough. I read an article in Printers' Ink lately that started me wondering. We sit up in our offices away from crowds, and undertake to tell them what they want. We swing competently enough around our little circles but how often do we get out into the main stream of things?"

The V. P. murmured his vice-presidential assent.

"What are they doing and thinking and reading," continued the Head, "All these folks with money in their pockets and big human desires in their hearts, that we brush by on our way to and from the office? Are we sure that we know? Are we putting our appeal in the papers and magazines that they read regularly? Or are we taking it for granted that our second-hand information and personal reading preferences are correct and using the same old list of mediums some of which have long outlived their appeal?"

Perhaps you have heard something of the sort lately. It is in the advertising air. Those who are looking more closely than ever into the things that count are revising their opinions to tie up with facts.

And to such Photoplay sends this word.

The forces that have made the moving-picture business the fifth industry are behind the success of Photoplay, its interpreter.

Photoplay fills a very human want and if you have something that humans want, Photoplay is its medium.



THERE is no need for guess-work about Photoplay. It is read and read through every month by the men and women of America in offices, factories and homes who buy it because it contains pictures and articles and stories of the sort they like.

Can you and your clients afford to neglect such a medium?

# PHOTOPLAY

*Let the name stick in your mind; it's imitated*

W. M. HART  
ADVERTISING MANAGER  
850 NORTH CLARK ST.  
CHICAGO

NEW YORK OFFICE, 185 MADISON AVE.

# Money's Plentiful and Business Is Booming In the South

**N**EVER before has there been so much money in the South—money to SPEND for everything that money will buy.

The South, today, is the most inviting market in the United States—for advertisers with established products; or for new advertisers who must establish their products.

The way to reach these prosperous people of the South is through the South's leading daily newspapers—which go into the HOMES of the South; into the mansions and the cottages; into city, suburban and country homes.

The best advertising—the advertising that gives the most for the money—is newspaper advertising; and these are the newspapers that will put advertisers in direct touch with the buying people of all classes who are reveling in the riches of the El Dorado of the South.

For facts and figures and result-bringing co-operation call on these live newspapers:

## ALABAMA

Birmingham Age-Herald  
Birmingham Ledger  
Birmingham News  
Gadsden Journal  
Mobile Register  
Montgomery Advertiser  
Montgomery Journal

## ARKANSAS

Little Rock Democrat

## FLORIDA

Jacksonville Times-Union  
Miami Herald  
Miami Metropolis  
St. Augustine Record  
St. Petersburg Independent  
Tampa Times  
West Palm Beach Post

## GEORGIA

Albany Herald  
Athens Banner  
Atlanta Constitution  
Atlanta Georgian and Sunday  
American  
Atlanta Journal  
Augusta Herald  
Macon News  
Macon Telegraph  
Savannah Morning News

## KENTUCKY

Lexington Herald  
Lexington Leader  
Louisville Courier-Journal and  
Louisville Times

## LOUISIANA

New Orleans Item

## NORTH CAROLINA

Asheville Citizen  
Asheville Times  
Charlotte News  
Charlotte Observer  
Concord Tribune  
Greensboro News  
Raleigh Times  
Rocky Mount Telegram  
Wilmington Dispatch  
Wilmington Star  
Winston-Salem Journal

## SOUTH CAROLINA

Anderson Daily Mail  
Columbia State  
Greenville News  
Spartanburg Herald  
Spartanburg Journal

## TENNESSEE

Chattanooga News  
Chattanooga Times  
Knoxville Journal and Tribune  
Knoxville Sentinel  
Memphis Commercial-Appeal  
Nashville Banner  
Nashville Tennessean and  
American

## TEXAS

Beaumont Enterprise  
Beaumont Journal  
Ft. Worth Star-Telegram  
Galveston News

## VIRGINIA

Lynchburg News  
Petersburg Daily Progress



# Instalment Selling Endangered by Bill in Congress

Rep. Cary Fathers a Measure Which Is Alarming Manufacturers and Retailers

*Special Washington Correspondence*

A BILL which, if enacted, will be all but disastrous in its effect on instalment selling has been introduced in Congress by Representative Cary, of Wisconsin. Alarmed protests are already being made by retailers and by manufacturers who sell on the instalment plan.

Among the firms that have gone direct to Congressman Cary with their retailer-inspired protests there may be mentioned the New Process Stove Company of Cleveland, the Toledo Scale Co. of Toledo, Ohio; the Lewisburg Chair Company, of Lewisburg, Pa.; the Davis Sewing Machine Company of Dayton, Ohio; the Firth Carpet Company of New York, the Harley-Davidson Motor Company of Milwaukee, the Reed Manufacturing Company, of Springfield, Ohio, and others.

To the uninitiated, the odd circumstance in connection with this Congressional development which has come as a bolt from a clear sky, is that the bill to which such extensive exception is being taken is applicable only to the District of Columbia. It is a bill to regulate and license the business of selling pianos, jewelry, furniture, clothing and other commodities on instalments, but it is only in territory wherein is located the national capital that Congress has authority to legislate in such manner with respect to merchandising purposes. Elsewhere this regulative power is vested in town or city councils or other similar governing bodies and is expressed in the form of municipal ordinances or, in its widest scope, is administered by State legislatures.

What has moved manufacturers and national associations of merchants to make the troubles of instalments sellers in the District

of Columbia their own in this particular instance is a fear that Congressional endorsement of the principles laid down in the Cary Bill would be far-reaching in its effect. It is feared, for one thing, that if Congress should approve this remarkable bill, various States and other political divisions of the country would construe it an example to be followed even as many States have followed, in their pure-food enactments, the Federal Food and Drugs Act. Furthermore it is certain that the Cary Bill, should it be enacted, would be held up to legislative bodies throughout the United States as a "model statute" even as the honest advertising law, the "fake auction" law and other enactments made by Congress have been so glorified for emulation.

## BIG AMOUNTS OUTSTANDING IN RETAIL TRADE

When a single retail firm, located in the city of Detroit, is known to have outstanding at this writing "instalment paper" to the aggregate of \$4,000,000 there is required little explanation of the magnitude of the partial-payment plan of selling which certain alarmed manufacturers do not hesitate to say will be imperiled in its entirety if this Cary Bill should be put through. No wonder the Chamber of Commerce of the Music Trades and other similar organizations whose members would be adversely affected have sent representatives to Washington to take personal charge of a fight against the bill. Some of these visitors have wired reassurances to manufacturers to the effect that the bill, despite its title, is really aimed at pawnbrokers and loan sharks, and that it will likely be amended or redrawn to exclude the operations of sellers of nationally advertised merchan-

dise. Unquestionably, Congressman Cary, in some of his talks with business men who have approached him on the subject, has conveyed the impression that his only resentment is against pawnbrokers, special sale artists, "gyp" operators, etc. At the same time the view that excluded all other instalment sellers from his calculations is, the writer fears, a bit too sanguine. For the advertiser or manufacturer accurately to sense the situation with respect to this legislative foray, it is necessary to know the inside history of the events that have culminated in the introduction of the Cary Bill and this can be given here for the first time.

Congressman Cary has been exercised over instalment sales practice in Washington, D. C., ever since, as a member of the Congressional committee sitting in judgment, he listened some years ago to the testimony that was given incident to the framing of measures that were later enacted into law governing the "loan shark" evil in the District of Columbia where the presence of 26,000 Government clerks permanently on assured salaries created a happy hunting ground for the usurer. From that as a beginning the Wisconsin member went deeper and deeper into the subject, becoming especially incensed over incidents that were brought to his attention as indicative of the methods followed in making "repossessions" of goods in default of payments. He declared that the conditions of instalment selling prevailing at the national capital would not be tolerated in his home city of Milwaukee and he forthwith emerged as a crusader for drastic reforms.

On March 8, 1918, Congressman Cary introduced his first bill on the subject, known officially as H. R. 10591. This provided that every person engaged in instalment selling in the District of Columbia must pay an annual license fee of \$200 per annum; must give bond in the amount of \$5,000, and must not charge or receive a profit in excess of 30 per cent of the

actual cost price of the article or commodity sold. This last was the feature of the bill that provoked the most energetic protest, business men asserting that the cost of doing business in the instalment field was in excess of 30 per cent. However, this restriction had been placed with malice aforethought and as a check upon sellers the bill contains a provision to the effect that there must be given by the vendor to the vendee in the case of each transaction a bill of sale that will show among other things "the cost of the article," the selling price and full details as to charges and payments.

On March 23, Congressman Cary introduced a redrawn bill known as H. R. 10980 which has even sharper teeth than its predecessor. It amplifies the 30 per cent limitation by stipulating that this margin must include all charges of whatever description in connection with an instalment sale except expenses and court costs incident to foreclosure of the conditional bill of sale. The amplified bill also requires instalment sellers to make annual reports of the business transacted, itemizing selling expenses, net profits, etc. Each bill stipulates that the measure shall not apply to any legitimate business where in the case of sales on credit the vendor does not exact security for the balance due on the purchase price.

#### THE COST OF DOING BUSINESS IN MUSIC TRADES

After Judge Pound, counsel for the piano merchants and manufacturers of the United States, had protested to Representative Cary that in the music trades the average cost of doing business—legitimate overhead based on the cost of the goods—averages more than 35 per cent, the member from Wisconsin confessed to the Washington correspondent of *PRINTERS' INK* that his bill is, in effect, a "baiting" of the business interests engaged in instalment selling to compel them to make a show-down on their cost of doing business. "If, as they now claim," he said "it costs more than

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## Moses Cleveland Buys Some Clothes

**E**VERY country has a prototype character, trade-marked by time, affection, satire or humor.

There's the U. S. and "Uncle Sam"; England and "John Bull"; France and "Marianne." (Germany once had a fat, jolly, pipe-smoking "Michel"—wonder what's become of him?)

Big cities, ditto. "Father Knickerbocker" means New York; "Father Dearborn" stands for Chicago and "Moses Cleveland" still speaks for the great city by the lake that bears his name.

These old city-fathers are invariably trotted out today, whenever their successors have anything to say or do that is representative of their composite character or purpose.

Just now the men of Cleveland are using "Moses" to represent their combined judgment concerning the importance of worth-while clothes.

For "Moses" set a pace in goodly wearing apparel that just suited Cleveland. No slouch, Moses. His homespuns were in the latest mode—his linen was immaculate, he was fussy with his tailor and his silver shoe-buckles shone resplendently.

There was a well-set-up air of dignity about "Moses" that was largely due to his black silk stock, his well-cut coat, his ruffled shirt and cuffs, and the snug fit of his "smalls." He was born leader, born to set the pace and set the fashion, too.

That must be why the Cleveland "Moses" of today are well-dressed men; why they take more time to buy fitting clothes than other men in the Central West.

"Moses" gave 'em the right start and they're still using his prescription.

"I depend on the Plain Dealer for my clothes-news," said the "Moses Cleverlands" of 1843; "I depend on the Plain Dealer" says well-dressed Cleveland in 1918.

The Plain Dealer is the "autocrat of the breakfast table" in Cleveland—the medium through which most Northern Ohio men buy their wearing-apparel—the one Cleveland newspaper that can, alone, deliver the buying-power of this old, rich town.

For 75 years the men who have made cloth; who have made or sold clothing, or shirts or shoes or any men's-wear, have *told* it to Cleveland and *sold* it to Cleveland, through

## The Plain Dealer

FIRST NEWSPAPER OF CLEVELAND, SIXTH CITY

*Eastern Representative:*

JOHN B. WOODWARD

Times Building, NEW YORK

*Western Representative:*

JOHN GLASS

CHICAGO, Peoples Gas Building

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30 per cent to do business let them show me what it does cost. At the time that we were holding hearings with respect to the loan sharks the commercial organizations in Washington went on record as saying that pawnbrokers and loan brokers could afford to do business on two per cent a month, which, of course, does not foot up 30 per cent a year.

"I would be glad to know what approximately would be a safe margin if 30 per cent profit is too small a margin to conduct this kind of business on. The Merchants' Association here in Washington is very vague and indefinite on the subject and will give me no information of value; and will make no suggestion of any other remedial measure. Until they do I will use every effort to have the bill reported and passed. The bill is in no way intended to injure legitimate business. It is really a protection to the houses doing business on the square. I introduced the bill after careful thought and after my attention had been called to hundreds of cases of utterly indefensible practices on the part of installment dealers and I most certainly intend to do all that I can to stamp out these evils that are both inexcusable and intolerable. Many of my critics do not specify in what way the bill would hurt manufacturers or dealers nor offer any suggestions as to how the bill might be amended or changed with benefit to either."

### W. S. S.—"We Sell Sugar"

There was a mysterious rush of customers seeking sugar at a Wilmington, Del., grocery store the other day, says the "American Sugar Bulletin," and the proprietor was unable to explain it until he had an interview with a small boy hired to clean the snow from the sidewalk.

This store sells War Savings Stamps, and displays the "W. S. S." sign. It transpired that someone had asked the boy what "W. S. S." meant, and he told them, "We sell sugar." Whereupon the rush began.

The United Motion Picture Publications, Inc., New York, has purchased the *Dramatic Mirror of Motion Pictures and the Stage*.

## Windows to Help Sell Bonds

THE Merchants' Association, of New York has sent a letter to its members urging them to help advertise the Third Liberty Loan issue. After pointing out the necessity for publicity so that public sentiment may be aroused and the bonds largely oversubscribed, the letter gives suggested plans of the committee for window displays.

"In window displays during the Loan Campaign," it is said, "business men can make up displays of goods on sale in their establishments that are used by the Government in the prosecution of the war, including the extra soldiers' and sailors' equipment not ordinarily furnished by the Government. These goods should be plainly marked with the prices, and the total value of the goods in the group—whether it be \$50, \$100, \$300, \$500 or \$1,000—should be stated on a placard in the center. This placard might state: 'These goods are needed by our boys over there. They represent in value a \$——— Liberty Bond. Buy your bonds today and make your money fight,' or some similar idea.

"In this connection it has been suggested that each merchant might arrange to have one of his employees in a window to put up packages of goods indicating what \$100, \$500 or \$1,000 would buy. This would be a means of putting real life in a window. Originality should be the foundation of every display."

### New Periodical on Typography

It is announced that Frederic W. Goudy will supervise a new quarterly publication soon to be put out by the Marchbanks Press, New York. The periodical will be called "Ars Typographica" and will be devoted to the art of printing rather than to the business of printing.

### H. W. Pearson Joins Gude

H. W. Pearson, formerly New England representative of the Eastern Advertising Company, has joined the sales force of the O. J. Gude Company, New York.

# PRINTERS' INK

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. CII, No. 11 NEW YORK, MARCH 14, 1918 10c A COPY



## *Striking the Keynote*

The Life Extension Institute, with its Hygiene Reference Board of 100 members, was organized on a purely humanitarian basis to conserve the health of the nation and make life better worth living. Ex-President Taft is the Chairman of the Board of Directors, and many other distinguished men are back of the movement. Its program provides that two-thirds of the profits be set aside in a trust fund for health propaganda of a national scope.

Recognizing the splendid mission of the Institute, we were proud to cooperate with its officers in laying advertising plans and preparing copy. The first advertisement to appear after our preliminary conference was a clear message with the right psychological background and within safe ethical lines. It appeared in the Sunday edition of a New York paper. Up to noon the following Wednesday eight hundred inquiries had been received; at the close of the week nearly a thousand were in—and all from that single insertion. The inquiries were all of good quality and they resulted in many memberships.

Since that first advertisement others have appeared in the newspapers and magazines. The returns continue to come in and are most gratifying. There is every reason to expect the Life Extension Institute to grow and develop, as it truly deserves through the printed advertisement, the word-of-mouth recommendation from enthusiastic members and the excellent methods of the Institute.

N. W. AYER & SON  
ADVERTISING HEADQUARTERS  
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

*The New York Times*

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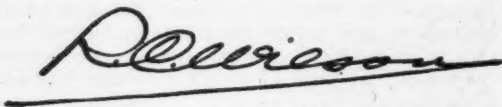
# McCall's Magazine

Founded 1870

A full-page advertisement, black and white, in July or August 1918 issues only, can be bought for \$2160, actual value \$4300; or in full color—4 printings—on coated paper \$3840, actual value \$6000.

In these early issues of McCall's Magazine in the new size, the advertising space is limited to present press capacity. For the \*April issue we were obliged to decline many columns of advertisements even as early as seventeen days before going to press.

July issue to press May 5th.

A handwritten signature in dark ink, reading "R. C. Allison", is written over a horizontal line.

Advertising Director

\* McCall's Magazine for April contained over 177 columns of advertisements—35,586 lines.



# That "Standardized Color" Suggestion

Perhaps It Is Not So Visionary, After All

BOSTON, March 29, 1918.

Editor of PRINTERS' INK:

By all means let us have a Color College, as Mr. Nash suggests in your issue of March 28.

Let us put in it, without exception, all the fanatics on color standardization, charts, scientific nomenclature, and machine-made technique; on all the ten-thousand-times exploded fallacies and all the profound objective intellectual ratiocinations, the flood of words unchecked by the dam of understanding, so universally favored by this gentry.

Give them all the different kinds of colored spectacles they want, God bless 'em, and let them evolve their amusing if somewhat tedious theories world without end. The plan has a dozen patent advantages; chiefly, though, that we shall know where such people are, and what they are liable to give birth to; while for them it presents a radical step forward, because they will have colored, and therefore more or less translucent spectacles, in place of the opaque ones they wear now.

No artist who was ignorant enough to base his product on the Teutonic profundity of an organization committee of printers, engravers and advertising systematizers would ever achieve anything worth looking at, let alone reproducing; and for an intellect frowning down from the ponderously material heights of such a suggestion to accuse any artist, commercial or otherwise, of lacking in psychology, really passes the bounds of the ridiculous, and encroaches on the questionably sane.

If an artist's original possesses sufficient subjective sense, interpretative power, individuality, and technical facility, the present means of reproduction, when properly employed, cannot seriously impair its advertising value, even if a tone does go wrong here and there; but the leaden touch of pseudo-science, with its impossible idiosyncrasy of accuracy, and its devastating blight of garrulity, poisons artistic creation at its source, and thereby the entire stream that flows from it.

Marvellous, marvellous publicity! What astounding doses of Indian Sagwa the tired business man can be made to swallow in thy name!

ROY GRIFFITH.

WHILE Mr. Griffith has used up most of our very best words (excepting anthropomorphic, ichthyosaurus and prestidigitator) in hurling his cheerful anathema at Mr. Nash's ideas, we do not know that he has necessarily succeeded in crushing him as thoroughly flat as one would

suppose, after all. Mr. Nash's views (expressed in the article, "Suggests a Plan for Insuring Better Color Results in Advertisements," in our issue of March 28) were frankly stated to be speculative in character, and looking a long way ahead; and it takes a very bold man nowadays to say that there is any achievement of science, or art, or such a marriage of the two as Mr. Nash suggested, which is forever impossible.

## WHERE LOSS IN COLOR VALUES OCCURS

A casual rereading of the article suggests that Mr. Griffith has perhaps missed the main purport of Mr. Nash's remarks; that he is, to adopt the appropriate nomenclature of the theme, seeing red when Mr. Nash intended only to illuminate the subject with the pale pink of whimsical prophecy.

For one thing, Mr. Nash's chief concern is not with the "standardization" of the artist's work, but with such standardization as will eliminate the loss which now so often takes place between the artist's original and the final printed product. "It is possible nowadays," he tells PRINTERS' INK, "to give a satisfactory reproduction of any colored subject if we stop at the engraver's reproduction. However, sufficient consideration is not, in my opinion, given to the loss which takes place between that point and the final printed result in the publication. This does not mean that all the difficulties occur in the handwork of the printer; but that the engraver should bear in mind when making his color separations, the difficulties created by the lack of standardized inks, and the probable effect of this upon the final printed result."

Mr. Nash points out that this does not apply to color printing

on booklets, catalogues, etc., where the inks are established in the beginning, and reckoned with throughout the work. In magazine publication, however, when engravings are made in all parts of the country—some subjects being heavy in character, and others delicate—and brought together "at one printing fount," there are grave difficulties to be met—difficulties which would not exist if all the engravers had made their color separations with the possibilities of the final printing fount in mind. "If three or four scales of the three-process colors could be established," Mr. Nash says, "to cover various types of painted subjects, so that it could be known in advance which one of these scales is to be used in the final fount of ink on the press, then the original color separation made by the engraver would show, immediately and honestly, just exactly what may be hoped for in the final result. And the advertiser would then not be led to hope for anything else—or better."

#### WHY DISAPPOINT THE ADVERTISER UNNECESSARILY?

Every artist who is an artist, wants his work to appear in reproduction to the very best advantage; and therefore it would certainly seem to be an essential part of his technique to know what results are possible and are not possible, under given conditions. A toe dancer cannot be a toe dancer successfully until she has learned, by laborious and ugly exercises, how to simulate ease and lightness while doing very hard work; the painter of theatrical scenery is limited by the iron technique based on the fact that his work will be seen under brilliant artificial light, and at a considerable distance. If the front cover of a magazine is to contain a certain group of colors which make impossible the use of certain other colors in the back-cover advertisement, isn't it better for the artist preparing the latter to know that fact and work accordingly, than for the adver-

tiser to be disappointed by the difference between his engraver's proofs and the printed result in the advertisement?

As for Mr. Nash's suggestion that at some future date we may have a "Color College"—more has already been done in that direction than many of us are perhaps aware! The psychology departments of several universities have made researches into the effects of color on the mind, and a number of text-books on advertising refer to such experiments. The Textile Color Card Association of the United States has gone a long way toward standardizing the colors used by manufacturers of textiles, having adopted 128 standard colors to take the place of about 3,000 formerly used. (This work was described in *PRINTERS' INK* of March 7.) The manufacturers of printing inks have themselves frequently discussed the desirability of such standardization of color as Mr. Nash has in mind, the chief difficulties in the road being, apparently, that much ink is made to order for printers who have a job calling for some exact tone or shade; that processes of manufacture vary with different makers so that it may be impossible for one house to reproduce the color put out by another house; and that the Germans who formerly sent dyes to America, sent them with a vast array of names attached so that a single color may still be masquerading under half a dozen pseudonyms. Thus the whole field is confused. The dye manufacturers are themselves taking steps toward organization, and standardization of dyes, so that better conditions are believed to be in sight.

A "College of Color" may, indeed, be so far in the future that it is not worth planning for; but certainly, collegiate experimental laboratories working on color problems are near enough to be easily visible, if we are careful not to let ourselves become afflicted with choroiditis myopica, sometimes known as short-sightedness. —[Ed. *PRINTERS' INK*.]

# Success

## through Concentration

**N**APOLEON said: "Circumstances? I *make* circumstances!" And he was famous for his powers of concentration.

Every big business in the United States is proof of the sure results that follow concentration of brain and knowledge on *one* objective.

Our executives have specialized in Poster Advertising for over fifteen years—and we are in business *only* to sell the Poster medium *right*.

Daily we concentrate our energies on the making of each Poster campaign a success—and we cannot do otherwise, because if a campaign does not succeed it strikes at the very root of our business. We have no other business to sustain us. So to make good we *concentrate*—and we *must* make good.

### POSTER ADVERTISING COMPANY, Inc.

*Postal Life Building*

511 Fifth Avenue, New York

Atlanta Milwaukee  
Cleveland Cincinnati  
Chicago Richmond  
St. Louis



*Feeding*

**One Million**

# Food for Thought

EVERY sales or advertising manager and agency interested in the advertising, distribution, and sale of food and grocery products in the Great Central Market will find most valuable and constructive information in the

book, "Feeding One Million Americans," packed with illuminating facts on the national food situation, Chicago's people, her dealers, and the sales possibilities of the Chicago Market. It should be on your desk now. Send for it today.

*The CHICAGO EVENING*  
**AMERICAN**

Pacific Coast Office  
Call 8844, Cal.  
San Francisco, Cal.

Foreign and Domestic  
525 W. Madison St.  
Chicago, Ill.

A publication even though its quantity of circulation is guaranteed, can easily represent a mere collection of names involving a percentage of waste which American advertisers cannot afford to pay for.

We could easily water LIFE'S circulation and keep within the law by accepting subscriptions at 50% of our price—\$5.00 per year—or by giving sets of books or using other methods to inflate our circulation.

You cannot buy waste circulation in LIFE because we do not sell that kind of circulation. We sell 24K. Gold circulation only.

Now in excess of 150,000 net cash paid per issue plus LIFE'S great number of readers per copy.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York  
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

# Shortage of Wool Enlarges Market for Fibre Floor Coverings

And They Increase Their Advertising to Seize the Opportunity

By Frank Leroy Blanchard

WHILE the war has put a crimp in the business of many manufacturers, it has opened the way to a larger market for certain products that have heretofore been overshadowed by the popularity of goods of a more expensive character. This is especially true of fibre and grass floor coverings which for a number of years have been fighting their way to the front.

Wool for carpet weaving comes from Russia, Australia, East Indies and China. The war has cut off the supply from all these countries except China. For this reason it has been impossible for the manufacturers to continue the volume of output at anything like former figures. Moreover, at the request of the Government, a number of the largest concerns in this line have switched over their looms to the weaving of duck and blankets. In the case of Alexander H. Smith & Sons, of Yonkers, the largest manufacturers of carpets and rugs in the world, nearly ninety per cent of its factory capacity is devoted to this purpose. With wool selling at \$1.50 to \$1.60 a pound, with productive capacity reduced to small proportions, and with a restricted demand because of the high prices at which their products are sold, the manufacturers find themselves in an uncomfortable position.

In the meantime, the fibre and grass floor-covering makers, thoroughly alive to the situation, have seized upon the opportunity to push their own goods to the fore. In order to get quick action, the leading manufacturers have inaugurated extensive advertising campaigns to create a popular demand. The mediums used are principally those that appeal to women. They realize that never before have they had such a chance to secure the attention of

the buying public as at present. The propaganda that has been carried on for months to promote economy and thrift in order to conserve our resources, and thus aid in the prosecution of the war, has had the effect of restraining people from spending any more money than is absolutely necessary. Hence expenditures for luxuries or for articles that can be temporarily dispensed with are being generally avoided. With this idea in mind the fibre and grass carpet and rug manufacturers are playing up in their advertising copy the economy of their goods, which are sold at much lower prices than those charged for wool products.

## CREX SETS THE EXAMPLE

The Crex Carpet Company is, perhaps, emphasizing the economy appeal more vigorously than most of the other manufacturers. Here is one of the advertisements it is using in women's magazines:

"It's a practical war-time economy to buy Crex. From the standpoint of economy alone you should ask your dealer to show you Crex rugs before you decide on any floor covering. Crex grass rugs in the regular herringbone weaves are an equally good household investment.

"They are economical enough to permit of their use in any part of the house—all the year round—while they appeal to the careful and thrifty housewife because they stand for more cheerful homes, less labor, and money saved."

Edward L. Gilbert, advertising manager of the company, in talking to PRINTERS' INK about the advertising campaign, said:

"In order further and more forcibly to impress on the public the necessity of practical economy, even in the purchase of floor coverings during war time, we have



placed, contracts for the largest national advertising campaign in our history.

"Believing that to the woman in the home belongs the right and responsibility of selecting furnishings, particularly those of moderate cost, we have chosen as the mediums through which to make our appeal for conservation in the purchase of floor coverings, the leading, strictly women publications, together with those specializing in home life, surroundings and environment.

"Our list of publications comprises a monthly circulation of nearly ten million. That means in nearly ten million homes our slogan, 'It's a practical war-time economy to buy Crex,' will be carried monthly from March through June, each publication receiving three insertions in space graduating from full pages to quarters.

"It seems to us that those people who are desirous of conserving resources and who consider it inexpedient to put money into expensive floor coverings, and yet need and must have something that will look well and wear well, will be impressed by the advertising and will buy Crex rugs."

Another manufacturer who has entered the advertising field with a strong campaign is the Bozart Rug Company, of Springfield, Mass., whose product is woven of kraft material, a tough paper fibre. The company markets its goods through the W. A. W. Davis Corporation, New York, which is the sole distributor. N. E. Boomhower, the president of the latter organization, in talking to PRINTERS' INK, said:

"The Bozart Rug Company was organized a little over three years ago. The first rugs sold were made in a small, old factory in Springfield. Last year we completed a fine, large new factory, which we hoped would have a capacity large enough to take care of the demand we created for several years to come. The way business is developing since January 1st, however, leads us to believe that more factory space will soon be needed.

"The one principal obstacle that we and other manufacturers have had to overcome in marketing rugs that are made of other materials than worsted and wool is the prevailing idea that they cannot, under any circumstances, take the place of Wilton, Axminster and Brussels carpets and rugs because they are sold at a much smaller price. We are trying to remove this prejudice by advertising, and I think we are succeeding fairly well. We have shown the public that high artistic effects both in coloring and design are to be found in these floor coverings. For summer wear they are much more desirable than those made of wool when judged from any standpoint. Many people find them much more sanitary and serviceable at all seasons of the year, especially in living-rooms.

"Of course we have been greatly helped in our efforts to popularize Bozart rugs by the war. People are cutting down expenditures right and left. They are wearing old clothes instead of buying new ones. The spirit of economy prevails among all classes, and especially among people in receipt of good incomes. These and others are not passing up any opportunity to save money. If they can purchase a rug for \$18 or \$20 that is stylish in appearance and wears well, instead of a worsted or woolen rug that costs two or three times as much, they are not going to buy the higher-priced article unless they have a special reason for doing so. It is to the great middle class that our advertising is directed—those who, while financially able to own fairly expensive rugs, are conserving their resources as a matter of precaution."

The advertising campaign of the Bozart Rug Company will make use of six popular magazines devoted to women and the home during March, April, May and June, the months during which the largest demand for home furnishings develops. These publications have in the aggregate a circulation of more than 9,000,000 copies. One of the dominating features of



**Back up "the fighting front" with assurance of prosperity—present and future—here at home. Business can—should—must do it.**

*The financial contributions of this country for the conduct of the war largely must come from the proceeds of industry.*

When industry is shackled or deprived of its accustomed tools, it stops producing.

The values placed on the tremendous resources of this country to a great extent are based on and figured in terms of productivity. Destroy or restrict producing ability and enormous values instantly are wiped out.

A piece of machinery in enforced idleness is potentially junk. An idle manufacturing plant even though it cost millions is, at least for the time, changed from an asset to a liability.

*It is our patriotic duty to do everything possible, individually and collectively, to provide for the needs of the Government in our gigantic struggle.*

It is equally our duty to our country, to ourselves, and to the many millions who cannot directly contribute either their money or their labor to the needs of war, to provide for them, as nearly as possible, their accustomed means of livelihood.

The existence of war is no excuse for any unnecessary abandonment of industries which support a considerable portion of that vast number, but quite the reverse.

Not all factories can be made war plants, nor all labor be em-

ployed in the production of munitions or foodstuffs.

The psychological barriers so laboriously built in this country against substitutes are being battered down for what wise heads have decided are reasons of expediency, even if not of actual necessity.

A thousand new problems of manufacturing and merchandising arise. Many of those morally charged with the welfare of large numbers, who look to them to provide a use for their labor are called upon to find new products for their plants or develop markets for their changed outputs.

That we may be ready for the terrific scramble in the markets of the world when they are again open, we must preserve our industries and keep up our development at home.

The individual manufacturer may even face the necessity of making extraordinary efforts to retain the trade good will—the acceptability—the reputation—of his product while he is temporarily unable to supply the demand, lest an all too fickle public taste turn elsewhere.

*There's a quick, effective, and economical way of keeping a trade name or product in the lime-light. It is the newspaper, today more than ever under the constant eye of every intelligent man and woman in this great country.*

We represent big, wide-awake newspapers in more than twenty of the most prosperous cities of the United States. We can supply manufacturers and advertising agencies with accurate, up-to-the-minute data concerning the newspapers and the fields they cover, and be of assistance in many trade ways.

*We are at your service any time, anywhere.*

**THE JOHN BUDD COMPANY**

*Newspaper Representatives*

Burrell Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis

the advertisements is the employment of rich colors to visualize by means of artistic illustrations the attractiveness of the various Bozart rug patterns.

There was a time, not so many years ago, when the only floor coverings in use beside wool and rag carpets and rugs were straw mattings made in China, and oil cloth, the matting being employed upon the floors of bedrooms, and the latter in kitchens. The advent of fabric and grass rugs made in pleasing patterns was warmly welcomed by housewives, who saw in these new floor coverings materials that looked better and gave better service than the mattings. Moreover, the rugs could be used in rooms in which mattings were considered out of place.

In the Bozart rug copy special stress is being laid upon the idea that they are adapted for any room in the house at all seasons of the year. Hitherto, rugs made of grass or fibre have been employed largely during the summer months to take the place of the warmer woolen rugs and carpets and give a cooler effect to living-rooms and to the open-air verandas or piazzas. The beauty of the designs, the durability of the Bozart rug fabric, and the fact that they are waterproof are the points that are played up in the magazine copy. The economy appeal is also emphasized, although not to the same extent as it is in the Crex advertising.

Other popular-priced floor coverings that are being advertised at this time are the Deltex grass rugs, Waite grass rugs and carpets, Willow grass rugs, and the Hodges fibre rugs and carpets.

Inquiry among the dealers shows that the demand for fibre and grass floor coverings has never been so heavy as at present. They attribute the unusual activity to two things—first to the habit of thrift and economy which has been developed through the necessity of the war, and second, to the vigorous advertising campaigns now being conducted by the fibre and grass rug manufacturers in the women's periodicals. They say

that they themselves have found it profitable to advertise the rugs in their own space in local newspapers.

"The way to look at the matter is this," said one merchant. "Many people who are in a position to buy Brussels, Axminsters and other high-grade goods are purchasing the fibre and grass rugs either as a permanent substitute or as a makeshift until the war is over and prices drop back where they were awhile ago. The difference in price is considerable. The best quality of wool or worsted rugs and carpets sell at from 50 per cent to 100 per cent more than they did when the war started. On the other hand, the increase in price of the fibre or grass products has been not more than forty to fifty per cent. When people once get it into their heads that there are other materials besides wool that are suitable for floor coverings, even though they are less expensive, and can be had in designs that are appealing in their artistic effect, they will be even more ready to buy them for their homes. I think the advertising now being done will help to bring about this end, as it is largely educational and brings out strongly the idea that the rugs are an economical investment."

That manufacturers of the more expensive rugs and carpets are not remaining quiet during this period of unusual advertising activity on the part of those who market lower-priced goods is shown by the campaign recently launched by the Klearflax Linen Rug Company, of Duluth, Minn., in eight of the most important women's publications, and which will run up to and including June.

What the rug manufacturers are doing to take advantage of what must seem to them to be the most propitious opportunity that has presented itself, manufacturers in other lines of business can do. Quick action is necessary. A well-planned and carefully executed advertising campaign backed up by proper sales effort ought to put many a struggling concern upon its feet.

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# A Detroit News Request

## Please Don't Come Friday

The Detroit News space is oversold every Friday of Spring and Fall.

The News omitted over 10,000 lines on Fridays in March, with Thursdays on the overflow line—despite 36 pages issued.

The News is the only Detroit paper ever oversold on space, notwithstanding its restrictions against certain classes of advertising liberally using other papers.

In 1917 The Detroit News exceeded 19,000,000 lines of advertising, leading all American papers but one (in Pennsylvania).

The News covers all Detroit thoroughly, much of it exclusively.

*THE ADVERTISERS' OPPORTUNITY  
DETROIT AND THE NEWS  
Always in the Lead.*

**Paid Circulation exceeds 210,000 daily, 175,000 Sunday**

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**Announcing**  
**The New Secret of Hair-Beauty**

FROM Russia, Vladimir Smirnoff...  
inventor of Potpourri—has just in-  
vented a wonderful shampoo—made  
the real Russian queen. Popular in  
Russia, ordered by London, made  
over in America, the shampoo comes  
to you in all its original strength and  
effectiveness.

Rumors... for old and young  
... for women and men...  
hair-beauty is the secret of hair-  
duty. For you in the black and  
gold parlors of hair-dressers.

Use the shampoo. Rich black and  
gold tresses require just enough  
for your hair. It is very simple. Use  
the shampoo, hair powder in hot  
water. You will find... washed  
up to your hair a lustrous look of

softness, white and soft as the texture  
of a dove's wing.

Chastity, such chastity...  
and health... in the winter only.  
The hair must feel new life. Richly  
it hid not more often beauty in the  
clearest, richest hair.

Smirnoff's Russian Fine Shampoo  
Powder will regale for your hair the  
winter light... the dark and  
shadow... the brilliant, rich  
hair of youth. Beautiful hair is more  
more truly... brightened hair looks  
again as old beauty.

Hair Beauty... Hair Health  
... Hair Youth... Age comes  
much that hair-dressers.

It is so easy to get. So many  
days are spent to tell Smirnoff's  
Russian Shampoo Powder.

ask for the black and gold Smirnoff box. It holds an individual shampoo  
and will give you the strength. The beauty for every day use of you

ALFRED H. SMITH CO., Importers of Hair-line Products, NEW YORK

**Smirnoff's**  
ORIGINAL RUSSIAN  
SHAMPOO POWDER

Special Receipt Office  
of the Russian Government  
for the sale of goods and services  
of the Russian Government  
in the United States and Canada  
New York, N. Y.

*As advertised by*

ALFRED H. SMITH COMPANY, New York

and BLACKMAN-ROSS COMPANY, New York

## *Enter Smirnoff, the Russian*

SMIRNOFF's Russian Shampoo Powder originated in Russia. Its unusual properties led to success in both Russia and England. It is now being introduced through New York Sunday newspapers.

The preparation of this advertising has been under way for nearly a year. The peculiar twists of expression and the unusual character of the art work are based upon extensive study of Russian literature and art.

The Blackman-Ross Company has had considerable success in advertising products sold by the druggists.

We would like to work with one more manufacturer who wants more success in this interesting field.

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### BLACKMAN-ROSS COMPANY

*Advertising*

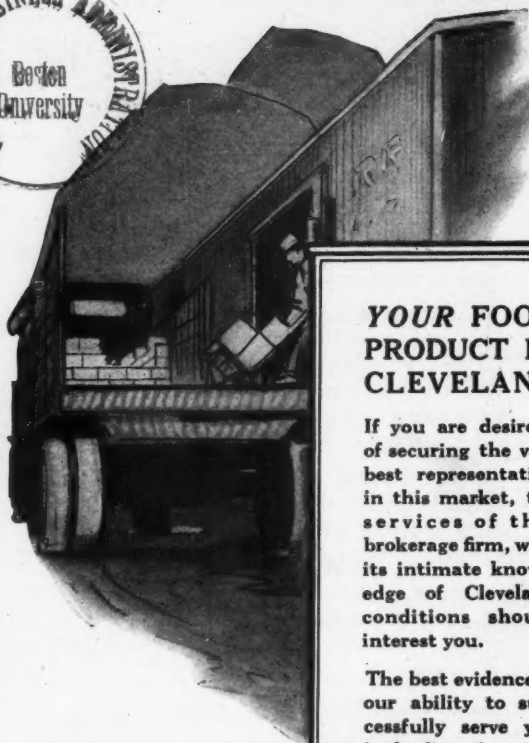
95 Madison Avenue

New York

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On April 25th

"Closing Date ———"  
May 4th"



## **YOUR FOOD PRODUCT IN CLEVELAND**

If you are desirous of securing the very best representation in this market, the services of this brokerage firm, with its intimate knowledge of Cleveland conditions should interest you.

The best evidence of our ability to successfully serve you is the list of manufacturers whom we continue to represent.

*The*  
**PAUL E. KROEHL CO.**  
**FOOD BROKERS CLEVELAND**



# Now's the Time to Advertise Away the Prejudice Against "Oleo"

Bureau of Advertising Survey Shows That Even in Dairy Districts Farmers Are Selling Their Products and Buying Margarine Instead

IN its search for market opportunities for American manufacturers, the Bureau of Advertising of the American Newspaper Publishers' Association is conducting surveys in a number of promising fields. The results of several of these were enumerated in an article that appeared in **PRINTERS' INK**, February 21.

Recently the bureau has carried on an investigation of the market for butter substitutes in North America. The information, which was secured through the co-operation of daily newspapers in widely scattered towns and cities, shows that there has been a surprising increase in the consumption of these food products in all parts of the country. In dairy districts where two years ago retailers had little or no call for butter substitutes a strong demand has been developed. This rapid increase in consumption has developed in spite of restrictive legislation, local prejudice and the comparatively little effort made by manufacturers to stimulate it.

It is not difficult to account for the sudden growth in popularity. War conditions, the high cost of butter, governmental appeals to conserve butter fats, and government campaigns in behalf of thrift, are causing people to turn their attention to substances that may be used in place of butter. They have found that many of these look and taste so much like butter that half the time they cannot tell whether they are eating the product of the dairies or the product of manufacturers of oleomargarine and nut margarine.

It is, perhaps, well to remember in examining the information brought out by the questionnaire that the survey is by no means

exhaustive. The aim of the Bureau of Advertising in asking questions of the representative dealers of a number of widely scattered but representative cities, is to discover the general attitude of the public toward a manufactured product, and, in the present instance, toward the butter substitutes.

## NET RESULTS OF INQUIRY

From the mass of data that has been assembled in this way certain specific conclusions may be deduced, as follows:

First—An increased demand, often large, has been developed for butter substitutes—oleomargarines, nut butters, etc.

Second—The increase in popularity is due principally to the fact that the substitutes sell at from 30 to 37 cents a pound when butter is selling at from 45 to 75 cents.

Third—Public prejudice against butter substitutes is diminishing but still exists in varying degree in some localities.

Fourth—Nut butters are rapidly growing in favor, especially among people who still have a prejudice against animal fat products.

Fifth—There is a general demand among dealers for newspaper campaigns carried on by manufacturers to educate the public as to the character and food value of these substitutes.

There are three classes of dealers—those who say they will not handle oleomargarine because of restrictive license conditions and local prejudice; those who handle them but will not themselves advertise the butter substitutes, but will back up the manufacturers' advertising; and those who supply the demand and market the sub-

stitutes in the same way they do other products.

While brands marketed by large packers have a wide distribution in many sections of the country, they encounter the aggressive competition of a large number of small manufacturers, many of whom limit their activities to a state or a district. Then, too, in some places there is such a strong prejudice against a few of the large packers that the latter have virtually abandoned those markets. Perhaps this explains why in some localities the best sellers are private brands put up under local labels. In the large cities and in industrial centres the demand for butter substitutes is more general, although distribution is sometimes greatly restricted because of license requirements.

#### DAIRYMEN BUY OLEO

If there are any places where butter substitutes would be expected to be unpopular they would be those localities in dairy communities. Such is the case in Fresno, Calif., and in parts of Oregon, Minnesota, and in one or two other states. On the other hand, there are quite a number of cities in dairy districts in which a considerable sale has been developed. For instance the situation at Winona, Minn., is thus described:

"Although this is a dairying country, one of the dealers says that the dairy men are actually selling their cream and milk and are buying substitutes for their own use. One dealer who had sold practically no oleomargarine a year ago now sells six times as much oleo as he does butter."

In New York state cities reports show that farmers are buying butter substitutes for their own tables.

One of the most illuminating analyses of local markets came from Springfield, Mass. Here are a few sentences taken from the report:

"Leading Springfield dealers are unanimous in the declaration that the increased demand for oleo-

margarine and nut butters has been remarkable. During the first few months many new substitutes have been marketed, backed by extensive advertising, while the old brands have been pushed with renewed vigor. In a comparatively short time oleomargarine has been accepted by the public as an economical and reliable food product for general consumption. In past years the general public and most dealers maintained a deep-rooted prejudice against 'oleo'—regarded it as an undesirable product, a sort of fake. Dealers were required to secure licenses and display signs in order to be permitted to sell it. The number of stores having licenses was small.

"To-day, while government regulations are practically the same, dealers who have not secured licenses for the sale of oleomargarine are few and far between. Practically all are taking advantage of the greatly stimulated demand and carry several brands in stock. The license fee is 50 cents a month. Housewives boldly ask for their favorite brand of butter substitute without attempting to make a secret of the fact that they have become users of the product."

The introduction of nut butters, which are made from cocoanut and peanut oils, has greatly contributed to the popularity of butter substitutes. They seem to have the preference in many localities. This may be due in part to their newness and also to the fact that their manufacturers advertise them as containing no animal fats. Some dealers are inclined to fear that nut butters will not "stand up" in hot weather. The manufacturers, however, claim that there will be no trouble on this score when summer comes.

Not the least interesting facts brought out by the survey are those relating to advertising. At the time the questionnaire was sent out no advertising of butter substitutes was being done in Boston by manufacturers, according to the *Transcript* of that city. The report from Eugene, Oregon,

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ERWIN & WASEY COMPANY

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*Advertising*

58 EAST WASHINGTON STREET · CHICAGO

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Every American faces a  
lifetime of satisfaction  
or regret for the part  
that he plays in this war

BUY A LIBERTY BOND!

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says: "No local advertising has ever been done here for either nut butters or oleomargarine, and no grocery man will ever advertise oleomargarine at his own expense in the territory for fear of antagonizing the very large dairy farmer trade. Therefore, such demand as there is, is wholly spontaneous."

Perhaps the manufacturers felt that it would be a waste of money to invest it in advertising in a territory that is devoted to the dairying industry. The largest milk condensaries in the Northwest are located here, and as they pay higher prices for milk than the creameries and their output has been greatly stimulated, by the war, it follows that it has been necessary to import butter to supply the local demand. The high price that it brings has driven consumers to purchase substitutes. Six months ago not a dealer in Bellingham, Wash., a city of 35,000 inhabitants, had taken out a license to sell oleomargarine. To-day all the dealers have secured licenses and are doing a large business in butter substitutes. The change that has taken place in the attitude of the public toward these substances in all the dairying districts would seem to indicate that distributors of oleomargarine and nut butters would now find it to their advantage to advertise extensively in such territory.

The activity of the nut butter manufacturers in different sections of the United States and Canada should suggest to the creamery men the necessity of carrying on campaigns in behalf of real butter. When the war ends and the need of exporting such large quantities of condensed milk and butter as have been shipped during the past year, ceases to exist, the dairymen are going to find trouble in marketing their output unless they prepare the way now. Representatives of the creamery interests which have heretofore opposed all butter substitutes have suggested that they would be less inclined to be antagonistic if the copy used by the

manufacturers in their advertising was to be based upon the argument that these substitutes are not to take the place of butter but are to be used *with* butter. It is worthy of note that oleomargarine advertising is more truthful than it was, during the earlier years it was being marketed. Extravagant claims that once dominated the copy are no longer present.

There is need of a sane, straightforward educational campaign on the part of the butter substitute makers to acquaint the public with the real facts about the manufacture of these products. Whatever prejudice exists against them could be removed by advertising. Oleomargarine and nut margarine will always be sold at a much lower price than butter. When the public is convinced that the substitutes are clean and wholesome and possess nutritive value the market for them will probably be as large and as stable as the market for real butter.

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### War's Honor and War's Horror

Death has visited the staff of the Butterick Publishing Company, New York, as a result of the shelling of Paris by the Hun's long-range gun. On Good Friday, Miss Emma G. Mullen, Paris correspondent of the *Designer*, was killed in the church that was struck.

Word has been received, also, that Daniell O'Connell, of Butterick's composing room, has been awarded the "Croix de Guerre" by France for gallantry in action. In a recent engagement he showed remarkable coolness under fire and carried six or seven wounded comrades to safety.

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### Presbrey in Red Cross Publicity Work

Frank Presbrey, president of the Frank Presbrey Company, New York, has been appointed chairman of the publicity committee for Greater New York for the second Red Cross War Fund Drive.

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### William G. Beecroft's New Position

William George Beecroft, formerly identified with magazines in the sportsmen's field, has been appointed business manager of *The Chronicle*, New York.

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# AMERICAN

## *Gains in Chicago*

The following figures are based upon the sworn statements of the CHICAGO EVENING AMERICAN and of the Chicago Daily News:

(Circulation During March, 1918, Compared with February, 1918)

*The Chicago American*

**GAINED . . . . . 11,197**

*The Daily News*

**LOST . . . . . 216**

The American gained 29,105 new readers since January, 1918, which is nearly three times the number gained by the News during the same period.

*The* CHICAGO EVENING  
**AMERICAN**

Member of Audit Bureau of Circulations

*Pacific Coast Office:*  
Call Building  
San Francisco

*Western Office:*  
Hearst Building  
Chicago

*Eastern Office:*  
1789 Broadway  
New York

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## An Appreciation

**T**HIS is a good time to acknowledge international obligations. Since the commencement of this war Canadian national and personal effort have received the most enthusiastic and valuable backing from citizens of the United States resident in Canada, also from those United States Manufacturers located in Canada. If they have participated in Canada's prosperity—they have also borne a fair share of the burden of war and contributed not a little of the effort which has kept business conditions in Canada normal.

a fair share of the burden of war and contributed not a little of the effort which has kept business conditions in Canada normal.

It is with the very heartiest sincerity that the Canadian Newspapers whose names are given below, extend to the citizens of the United States, greetings. It is their belief that the United States will find as Canada has found, that the terrible business of war is best prosecuted when business conditions are "good." It is the duty of those who stay at home to strain every nerve to keep business "good."

This war cannot be won by negative measures. War is an added burden. MORE production, MORE buying, MORE selling. Not less.

Buying and selling are legitimate, necessary acts. And one of the greatest aids to trading is Advertising.

Canadian Newspapers are carrying as much or more advertising now than before the war.

Canada, with less man power, is supporting a tremendous army in the field, paying pensions, saving and investing money, because everybody is working. Canadian families and individuals are working harder than ever before and in consequence are making more money than ever before.

There never was a better time for the American Manufacturer to enter the Canadian market than NOW. In most cases elaborate preparations are not required. Distribution is comparatively simple and by the use of the Metropolitan Daily Newspapers of Canada you can secure a ready buying response.

*Any newspaper (or its representatives in New York and Chicago) in the list below, will be pleased to receive and answer fully, your enquiries regarding the actual and potential market for your goods among their readers*

City	Population	Publication	City	Population	Publication
Halifax	55,000	HERALD & MAIL	Toronto	525,000	GLOBE MAIL & EMPIRE
Montreal	650,000	GAZETTE STAR	London	60,000	FREE PRESS ADVERTISER
St. John	55,000	STANDARD	Winnipeg	235,000	FREE PRESS
Quebec	100,000	TELEGRAPH	Regina	26,127	LEADER
Ottawa	101,795	CITIZEN JOURNAL DAILIES			
			Saskatoon	25,000	PHOENIX STAR
			Calgary	65,000	ALBERTAN HERALD
			Edmonton	53,794	BULLETIN JOURNAL
			Vancouver	105,000	SUN
			Victoria	45,000	COLONIST

**NOTE**—This advertisement is one of a series of twelve, all of which contain valuable information and data on Canada under war conditions. They have been prepared in portfolio form. Any of the Newspapers named above will send you a portfolio free upon application. Write for it.



## Buying Space In Baltimore Newspapers

*The Baltimore American and Star* offer advertisers the best buy, giving for each one cent a line of advertising rate 8,107 circulation against 7,354 for its next nearest contemporary, and yet to earn the 5,000 line rates, considerably less appropriation is required by the use of the *American and Star*.

To earn the 5,000-line rates of the *Daily American* and *Evening Star* an appropriation of \$425 is only necessary, whereas to earn the 5,000-line rate in the next nearest combination in Baltimore, an appropriation of \$1,000 is required—a difference of over 135%, and yet *The American and Star* gives advertisers over 10% more circulation for each one cent a line of advertising rate.

### When Advertisers Select

THE OLDEST AND FOREMOST NEWSPAPER  
OF BALTIMORE, MD.—The Billion Dollar City

**Baltimore**  **American.**

MORNING  
144 YEARS OLD

And Its Fastest Growing Afternoon Paper

**The Baltimore Star**

they don't get duplicated circulation, because both papers are sold independently and strictly on their merits—no combination subscription rates, premiums or other inducements have ever been offered to increase circulation—their growth has been natural; the kind that is worth while to advertisers.

REMEMBER THIS—you can earn the minimum 5,000-line rates of the *Daily American*, *Sunday American* and *Evening Star*, if the aggregate space between all three papers amounts to 5,000 lines—and you can use all three papers at will, like three separate and distinct newspapers, which they are. HAVE YOU EVER BEEN ABLE TO BUY SPACE IN ANY OTHER BALTIMORE NEWSPAPER LIKE THIS?

Represented in the United States and Canada by  
**VERREE & CONKLIN, Inc.**

225 Fifth Avenue.....New York, N. Y.  
28 E. Jackson Boulevard.....Chicago, Ill.  
11 Lafayette Boulevard.....Detroit, Mich.

# Competitive Railroad Advertising to Be Eliminated

Orders for Curtailment Have Already Been Issued, with the Approval of Mr. McAdoo

*Special Washington Correspondence*

**C**OMPETITIVE railroad advertising in the United States is to be eliminated as one of the war-time economies incident to Government control of the common carriers of the country.

The Regional Directors of the U. S. Railroad Administration have already issued orders looking to the drastic curtailment of railroad advertising and further instructions to the same end will follow. Discontinuance of railroad advertising designed to exploit superior facilities or service will embrace not only newspaper and periodical advertising but likewise advertising literature such as folders and booklets. All this is in accordance with the general policies of Director-General McAdoo.

An investigation undertaken in Washington this week for **PRINTERS' INK** discloses that there is more truth than poetry in the newspaper dispatches that, by means of jocular reference to the passing of "Phoebe Snow," have prepared the public for the disappearance of railroad advertising. No general orders, specifically covering the subject, have been issued by Director-General McAdoo, as the newspaper reports would seem to indicate, but the understanding is general among the higher executives in the Railroad Administration that railroad advertising is to be cut to bare necessities and that the Regional Directors, notably the Regional Directors at New York and Chicago, will be given a pretty free hand in lopping off all advertising that can be accounted superfluous.

When Gerrit Fort, Assistant Director of the Division of Traffic of the U. S. Railroad Administration, was asked by the Washington correspondent of **PRINTERS' INK** to indicate just where

the Railroad Administration would draw the line in its elimination of advertising, he made it clear that it is not the intention, as some advertising men have feared, to cut the railroad advertising tree back to the roots of "time-table advertising." Mr. Fort indicated that it will continue to be the policy to make announcement in display space of not only such developments of service as the inauguration of new trains, etc., but likewise of information of value to the traveling public and vacationists. As typical of the subjects henceforth to be approved for advertising copy he cited the opening dates of the National parks, data as to the season's hotel accommodations in the Adirondacks, etc.

The cut in advertising will be made, as Assistant Director Fort explained it, in what he designated as competitive or comparative railroad advertising. Henceforth, the playing up of luxury and of speed in railroad travel will be taboo. Boasting of "electric lighted trains," library and lounge cars, or barber shops on wheels, exploitation of allegedly superior restaurant car service, and the glorification of "longer, wider, higher berths" will all be banned along with undue emphasis upon the advantages of oil-burning locomotives, the electrified route through the Cascades and the spotless "Road of Anthracite."

It is well recognized in Washington that the Railroad Administration does not desire to encourage travel which can in any degree be accounted unnecessary. The sharp restriction of the advertising campaigns of the railroads is in line with this policy and is presumably an emergency measure for the duration of the war. In purpose and effect this advertising contraction is represented

by the officials at Washington as on a plane with the Administration's withdrawal of observation cars and other non-essentials of train service, and the new policy involving the consolidation of city ticket offices.

It is also the intention of Director-General McAdoo to make no renewals of advertising contracts with newspapers whereby advertising space is paid for in transportation at a fixed rate. As readers of PRINTERS' INK doubtless realize, there is in force a Federal statute which prevents the issuance for interstate use of railroad transportation as a payment for advertising. Likewise there are State laws in many States which prevent such exchange as applied even to intrastate commerce. However, in a number of States, especially in the South, there are no laws that prevent such an advertising arrangement. Numerous newspapers have made contracts on this basis.

On January 28, 1918, Director-General McAdoo issued a General Order, known as No. 6 of the series, designed to put an end forthwith to all swaps of advertising space for mileage books or transportation in other form. At once there arose a chorus of protests from newspaper proprietors who complained that they were in the midst of the execution of uncompleted contracts and had on hand unused portions of mileage books issued by the railroads in accordance with such live contracts. As a result of the dissatisfaction that ensued the Director-General submitted to the Interstate Commerce Commission the question of the legality of advertising contracts of this character. That body recommended a modification of Order No. 6 to the extent of permitting the continuance to their normal termination of the contracts already made, provided they did not extend in any instance beyond the end of the current calendar year. The Director-General has acted in accordance with this recommendation.

## Sharper Restrictions of Raw Materials Imposed

**Curtailment of Steel to Other Than War Industries Impending—Music Industries Cut Thirty Per Cent.—Manifold Uses of Paper for Military Necessities Lessens Supply for Ordinary Purposes**

*Special Washington Correspondence*

WHEN the ticker carried the news last Saturday of an impending sharp curtailment of steel to manufacturers engaged on other than war contracts, it was but one of a series of intimations to the same general effect that may be anticipated by advertisers from now on.

Direct curtailment of all raw materials in industries not devoted to the production of "war necessities" may indeed be anticipated from now on. Heretofore every action or threat that has signified contraction of the normal flow of advertised goods has accomplished or proposed to accomplish the diminution of supply by what might be termed indirect means. If coal supplies were restricted there would have to be a slashing of output. If railroad embargoes were operative distribution was clogged and the incentive to manufacture was lessened. However, up to this time there have been few denials of raw material, and notable cases might be instanced of producers of luxury articles, who, whatever their other troubles, have not had the slightest difficulty in covering their requirements at the steel mills.

### FINALLY GETTING DOWN TO WAR BASIS

The news from Europe during the past fortnight has, however, compelled the War Industries Board and other Governmental agencies to take steps in the direction of a tightening of the screws on raw material consumption in the non-war industries. Steel will not be the only com-



## Why United Cigar Stores Picked Flexlume Signs

Quickness to grasp the importance of merchandising aids—that has always been characteristic of United Cigar Stores, it is one of the things which have made the organization what it is.

So it is quite natural that United Cigar Stores should standardize on Flexlume Oplex Signs. Here is what C. R. Sherlock, vice-president of the company says:

"The United Cigar Stores Company has adopted the Flexlume Sign on account of the simple way in which it identifies our location even in places where competition in paint, gold, color and illumination make it difficult to attract the eye of the passerby. As a sign it solves some of the hardest problems of a business like ours, being always adaptable to the varied structure of store fronts, and always adjustable to local ordinances restricting displays of this kind."

Your store, your dealer's store, can also benefit by the clean-cut, snow-white, raised glass letters which make Flexlumes day signs as well as night signs. They will show your trade mark or your trade name in its distinctive lettering.

Won't you let us send you a sketch showing how YOUR sign will look?

**The Flexlume Sign Co.,** **ELECTRICAL ADVERTISING**  
1439-1446 Niagara St., Buffalo, N. Y.

Pacific Coast Distributors:  
Electrical Products Corp.  
241 W. 16th St., Los Angeles, Cal.

Canadian Distributors:  
The Flexlume Sign Co., Ltd.  
St. Catharines, Ont.



## A PAPER WITH A PEDIGREE

**H**ONEST quality, maintained year after year, is never an accident. Apply this to the paper industry. Why are some papers always the same, always of unvarying quality, year after year? Because some papers have a firm's reputation to uphold. They must live up to a pedigree.

Such a paper is

# SYSTEMS BOND

—a member of a famous paper family and a product of moderate price but unimpeachable quality. A paper that does credit to printers, lithographers and customers alike. A paper that will lend prestige to the printed matter of any advertiser.

We make Systems Bond in linen finish, too, for note and letterhead paper. Samples will be gladly sent on request.

Send for a sample. Tear a corner and see how it's made. Then let us quote you our price.

### Eastern Manufacturing Company

GENERAL SALES OFFICE

501 FIFTH AVENUE, NEW YORK CITY

Mills

Bangor, Maine  
Lincoln, Maine

Western Sales Office:  
1223 Conway Bldg.  
Chicago, Ill.

modity of which a shortage may be faced by manufacturers who haven't war contracts. The wool situation is even more serious. The new call for uniform cloth, with the heavier percentage of wool called for by Pershing, is going to come mighty near requiring our full mill capacity. Business men who were skeptical regarding the economies attained through style simplification as adopted by clothing manufacturers and garment makers can now figure in what a predicament our wool-using industries would now be but for the elimination of non-essentials which PRINTERS' INK is in a position to state has resulted in an aggregate saving of somewhere between 35,000,000 and 70,000,000 yards of cloth. Why, merely the cutting down of the size of store and tailors' samples has enabled a saving of the astounding total of 3,000,000 yards of cloth, enough to provide one uniform each for 900,000 soldiers.

This saving of raw material is just as big a factor as fuel saving or labor conservation in the movement for the curtailment of the use of paper, news of the coming of which has already been "broken" to newspaper and magazine publishers and advertisers by an article in PRINTERS' INK of March 28. The latter wave of economy is shortly to extend (if PRINTERS' INK may be permitted an announcement that is all but premature) to direct-by-mail advertisers who have, up to this time apparently had no thought that they might be called upon to skimp upon their catalogues, circulars, form letters, and mayhap even upon their labels and wrappers. If PRINTERS' INK could take its readers into confidence regarding the remarkable extent to which paper and paper-making capacity are now being diverted to war needs there would no longer be any wonderment that conservation of this class of raw material should be deemed in order.

Just as a hint of what is coming to pass in this quarter it may be mentioned that not only are

paper bags replacing fabric bags for ammunition, but America is preparing to turn out great quantities of surgical dressings made of paper, and paper, or some of its essential ingredients are being used in the manufacture of the gas masks with which every soldier must be equipped. Or again, it might be cited that one of the marvels of the war is a fireproof, waterproof "dressing" for airplane wings which is compounded by the use of materials that formerly went into paper manufacture. And a corporation that formerly supplied quantities of paper stock upon which American advertising was printed is now engaged in the erection of two or three plants at an aggregate cost of \$3,000,000 to \$4,000,000 to produce the new "dressing."

In the face of recent orders from the Government with respect to lumber supplies and confronted by the ultimatum that the Emergency Fleet Corporation must have 100 per cent deliveries on all orders for steel plates, even if commercial orders from private interests have to be refused absolutely, an increasing number of manufacturers are agreeing to voluntary curtailment of output. First it was the automobile manufacturers, then the brewers and glass manufacturers and now the musical instrument manufacturers, who have agreed, as a starter, to accept the 30 per cent restriction. Many other "peace industries" dependent upon supplies of steel will shortly be in line.

### Change in Tobacco Products Corporation

George L. Storm has resigned as president of the Tobacco Products Corporation, New York. He will continue with the company as vice-president in charge of operations.

Mr. Storm assumed the presidency of the company a year ago. At that time officials of the company were given to understand that the office of president would be a temporary one, with the intention of giving several men in turn an opportunity to direct the company's affairs. Mr. Storm was the first one selected and succeeded Daniel G. Reid, who had been president of the company since its formation five years ago.



# Bicycle Drive Aims to Create New Users

Local Conditions Used in Various Communities to Impress the Utility of the "Wheel"—Campaign Being Conducted by Association

By Henry A. Beers, Jr.

**A**N example of close-knit trade co-operation will be the national bicycle week campaign, to run from May 4 to 11 this year. Behind this drive to sell bicycles is the United Cycle Trade Directorate, a co-operative organization representing the principal cycle manufacturers, jobbers and accessory makers. But the plan is largely based on the measure of co-operation the local retailers give it, a co-operation that former years' experience has proved to be ready and willing.

The Directorate is an outgrowth of a "million bicycles committee" formed by the same interests two years ago to further the sale of bicycles. It is a non-profit making organization and consists solely of a directing board of three members each from the manufacturers, jobbers and accessory men who represent their respective branches in the industry. It maintains executive offices in New York City for the purpose of improving trade conditions in every way possible, from dealer education to sales promotion work, by acting as a clearing house for trade and selling information for the 20,000 to 25,000 bicycle dealers all over the country.

The million bicycles committee conducted a mail campaign aimed to stimulate dealers to more active and constructive sales promotion work. It selected a day in April, 1917, to be national bicycle day, and despite the comparative newness of its co-operative efforts, induced dealers to stage the event with a great degree of success. It invested around \$12,000 in this campaign and estimated that dealers individually invested \$35,000 in advertising bicycles during the week between the end of April and first days of

May. The clippings of newspaper advertising alone the Directorate collected totaled 27,080 inches of space. Besides the newspaper advertising and window display, the local dealers in many places staged races, parades and road runs that gained for them additional publicity. Sales of bicycles increased from 500,000 in 1916 to 600,000 in 1917.

So successful were the Directorate's efforts last year, that at the convention of manufacturers, jobbers and accessory men at Atlantic City, it was decided to put on the event in a much bigger way this year, and to make it last a week instead of a day, as many of the local campaigns had done in 1917. The date was set forward into May, because last year April was an extremely cold and unpropitious month.

## THE DIRECTORATE'S PROVINCE

The Directorate's executive organization is primarily, as explained, a clearing house of dealer information designed to make the bicycle dealer a better salesman and merchandiser. It collects all kinds of information on the subject of selling bicycles and accessories, experiences of individual dealers for the good of all, etc. It proceeds on the well known basis that sales depend primarily on the sales acumen and ability of the retailer as the public point of contact. It is an advertising organization only so far as advertising enters into its general plan, but advertising and the effort to make the dealer a better advertiser play a large part in its functions.

This year, in preparation for the drive, the Directorate has issued a series of seven booklets or manuals called "The One Hun-





## ***A Challenge From Uncle Sam***

***And An Opportunity For You  
Who Sell to Textile Mills***

Uncle Sam has challenged the efficiency of the textile industry. He is making tremendous demands upon it, far beyond its ordinary productive capacity.

Thousands of mill men are coming to the great Textile Exposition at the Grand Central Palace (April 29th-May 11th), in an earnest search for more efficient machinery and for advanced ideas on how to use their present equipment to successfully meet the problem of greater production.

Both those who can come to the Exposition and those who must stay at their mills will eagerly watch the progress of events through their technical and business paper, **TEXTILE WORLD JOURNAL**, in its issues of April 27th, May 4th and May 11th. Therein lies your opportunity if you sell to textile mills.

The Buyer Interest that has been aroused and will be most intense at that time will insure the success of your campaign in these three important issues of the **JOURNAL**.

Prepare for the drive. Reserve your space *now*.

## **Textile World Journal**

*Audit Bureau of Circulations  
Associated Business Papers, Inc.*

**New York**



## A PAPER WITH A PEDIGREE

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1223 Conway Bldg.  
Chicago, Ill.

modity of which a shortage may be faced by manufacturers who haven't war contracts. The wool situation is even more serious. The new call for uniform cloth, with the heavier percentage of wool called for by Pershing, is going to come mighty near requiring our full mill capacity. Business men who were skeptical regarding the economies attained through style simplification as adopted by clothing manufacturers and garment makers can now figure in what a predicament our wool-using industries would now be but for the elimination of non-essentials which PRINTERS' INK is in a position to state has resulted in an aggregate saving of somewhere between 35,000,000 and 70,000,000 yards of cloth. Why, merely the cutting down of the size of store and tailors' samples has enabled a saving of the astounding total of 3,000,000 yards of cloth, enough to provide one uniform each for 900,000 soldiers.

This saving of raw material is just as big a factor as fuel saving or labor conservation in the movement for the curtailment of the use of paper, news of the coming of which has already been "broken" to newspaper and magazine publishers and advertisers by an article in PRINTERS' INK of March 28. The latter wave of economy is shortly to extend (if PRINTERS' INK may be permitted an announcement that is all but premature) to direct-by-mail advertisers who have, up to this time apparently had no thought that they might be called upon to skimp upon their catalogues, circulars, form letters, and mayhap even upon their labels and wrappers. If PRINTERS' INK could take its readers into confidence regarding the remarkable extent to which paper and paper-making capacity are now being diverted to war needs there would no longer be any wonderment that conservation of this class of raw material should be deemed in order.

Just as a hint of what is coming to pass in this quarter it may be mentioned that not only are

paper bags replacing fabric bags for ammunition, but America is preparing to turn out great quantities of surgical dressings made of paper, and paper, or some of its essential ingredients are being used in the manufacture of the gas masks with which every soldier must be equipped. Or again, it might be cited that one of the marvels of the war is a fireproof, waterproof "dressing" for airplane wings which is compounded by the use of materials that formerly went into paper manufacture. And a corporation that formerly supplied quantities of paper stock upon which American advertising was printed is now engaged in the erection of two or three plants at an aggregate cost of \$3,000,000 to \$4,000,000 to produce the new "dressing."

In the face of recent orders from the Government with respect to lumber supplies and confronted by the ultimatum that the Emergency Fleet Corporation must have 100 per cent deliveries on all orders for steel plates, even if commercial orders from private interests have to be refused absolutely, an increasing number of manufacturers are agreeing to voluntary curtailment of output. First it was the automobile manufacturers, then the brewers and glass manufacturers and now the musical instrument manufacturers, who have agreed, as a starter, to accept the 30 per cent restriction. Many other "peace industries" dependent upon supplies of steel will shortly be in line.

### Change in Tobacco Products Corporation

George L. Storm has resigned as president of the Tobacco Products Corporation, New York. He will continue with the company as vice-president in charge of operations.

Mr. Storm assumed the presidency of the company a year ago. At that time officials of the company were given to understand that the office of president would be a temporary one, with the intention of giving several men in turn an opportunity to direct the company's affairs. Mr. Storm was the first one selected and succeeded Daniel G. Reid, who had been president of the company since its formation five years ago.

# Bicycle Drive Aims to Create New Users

Local Conditions Used in Various Communities to Impress the Utility of the "Wheel"—Campaign Being Conducted by Association

By Henry A. Beers, Jr.

AN example of close-knit trade co-operation will be the national bicycle week campaign, to run from May 4 to 11 this year. Behind this drive to sell bicycles is the United Cycle Trade Directorate, a co-operative organization representing the principal cycle manufacturers, jobbers and accessory makers. But the plan is largely based on the measure of co-operation the local retailers give it, a co-operation that former years' experience has proved to be ready and willing.

The Directorate is an outgrowth of a "million bicycles committee" formed by the same interests two years ago to further the sale of bicycles. It is a non-profit making organization and consists solely of a directing board of three members each from the manufacturers, jobbers and accessory men who represent their respective branches in the industry. It maintains executive offices in New York City for the purpose of improving trade conditions in every way possible, from dealer education to sales promotion work, by acting as a clearing house for trade and selling information for the 20,000 to 25,000 bicycle dealers all over the country.

The million bicycles committee conducted a mail campaign aimed to stimulate dealers to more active and constructive sales promotion work. It selected a day in April, 1917, to be national bicycle day, and despite the comparative newness of its co-operative efforts, induced dealers to stage the event with a great degree of success. It invested around \$12,000 in this campaign and estimated that dealers individually invested \$35,000 in advertising bicycles during the week between the end of April and first days of

May. The clippings of newspaper advertising alone the Directorate collected totaled 27,080 inches of space. Besides the newspaper advertising and window display, the local dealers in many places staged races, parades and road runs that gained for them additional publicity. Sales of bicycles increased from 500,000 in 1916 to 600,000 in 1917.

So successful were the Directorate's efforts last year, that at the convention of manufacturers, jobbers and accessory men at Atlantic City, it was decided to put on the event in a much bigger way this year, and to make it last a week instead of a day, as many of the local campaigns had done in 1917. The date was set forward into May, because last year April was an extremely cold and unpropitious month.

## THE DIRECTORATE'S PROVINCE

The Directorate's executive organization is primarily, as explained, a clearing house of dealer information designed to make the bicycle dealer a better salesman and merchandiser. It collects all kinds of information on the subject of selling bicycles and accessories, experiences of individual dealers for the good of all, etc. It proceeds on the well known basis that sales depend primarily on the sales acumen and ability of the retailer as the public point of contact. It is an advertising organization only so far as advertising enters into its general plan, but advertising and the effort to make the dealer a better advertiser play a large part in its functions.

This year, in preparation for the drive, the Directorate has issued a series of seven booklets or manuals called "The One Hun-



## ***A Challenge From Uncle Sam***

***And An Opportunity For You  
Who Sell to Textile Mills***

Uncle Sam has challenged the efficiency of the textile industry. He is making tremendous demands upon it, far beyond its ordinary productive capacity.

Thousands of mill men are coming to the great Textile Exposition at the Grand Central Palace (April 29th-May 11th), in an earnest search for more efficient machinery and for advanced ideas on how to use their present equipment to successfully meet the problem of greater production.

Both those who can come to the Exposition and those who must stay at their mills will eagerly watch the progress of events through their technical and business paper, TEXTILE WORLD JOURNAL, in its issues of April 27th, May 4th and May 11th.

Therein lies your opportunity if you sell to textile mills.

The Buyer Interest that has been aroused and will be most intense at that time will insure the success of your campaign in these three important issues of the JOURNAL.

Prepare for the drive. Reserve your space *now*.

## **Textile World Journal**

*Audit Bureau of Circulations  
Associated Business Papers, Inc.*

**New York**

# ANTICIPATE

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**T**HIS is the word that explains the Service of the Charles Francis Press

We look forward in your interest and endeavor to **ANTICIPATE** your wants. That is the reason why so many of our customers remain with us for years and reap the benefit of our great organization, every member of which is a master in his own department of the printing business

If **YOU** are not getting just what you want, telephone 3210 Greeley, or better still, drop us a line

**CHARLES FRANCIS PRESS**

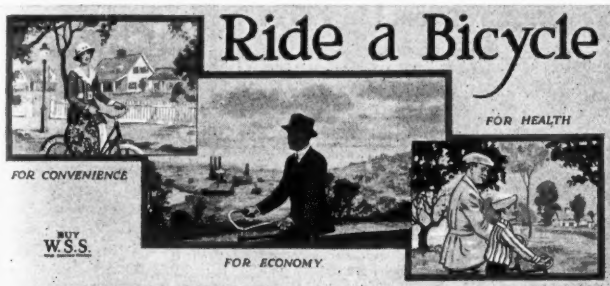
Printing Crafts Building 33d to 34th Streets **EIGHTH AVENUE** New York

dred Per Cent Bicycle Merchant." The first volume is introductory to the rest, explaining the objects of the series, helping to stimulate a more general comprehension of the problems facing the bicycle dealer, with suggestions for their solution. The rest of the series deals successively with accounting, window display, advertising, special sales, racing and parades, and dealer associations. They represent the boiled down experiences and problems of the trade as a whole.

For example, in outlining their reason for being, one of the man-

Many featured the lowest priced wheels. Many were admittedly and self-evidently 'fake' advertisements quoting an outrageously low price in the hope of enticing the prospect into the store, when the dealer would attempt to sell him a higher priced wheel. All this can be improved if each dealer will come to see just where his biggest interest lies."

The effort of the Directorate, then, is to make the dealer a better dealer, to help him to realize what real salesmanship means as compared to the salesmanship that simply waits for business to come



POSTER FOR ADVERTISING BICYCLE WEEK, ALSO USED FOR WINDOW DISPLAY, ETC.

uals has these pertinent pointers on advertising as it affects their particular field:

"During the week of April 28th to May 5th, 1917, the United Cycle Trade Directorate secured clippings of 27,080 inches of advertising placed by dealers in their local papers, with an estimated cost of \$18,956. An advertising expert who examined all these clippings stated that the value of these advertisements would have been at least doubled had greater care been taken in the preparation of the copy. Only a small percentage of these advertisements were creative of new business. Only a small part of them directed their appeal to the man who was not thinking of buying a bicycle.

"The vast majority undertook to sell wheels only to the man who was already in the market.

in. Points on store arrangement, displaying in windows the highest priced merchandise, advertising that aims to make new riders of bicycles, or to get those who rode wheels ten or fifteen years ago back in the game—these are points that the Directorate's service bureau is hammering into the dealer all the time, standing ready to advise and help him for the asking.

As a climax to the year's activities, bicycle week this year will be a much bigger event than it was last season. At least five times as much money will be put into it by the Directorate. In the first place it is traveling several "missionaries" all over the country to sell this campaign, where last year the work was done by mail. The duties of these men consist in going into a town and organizing the dealers so that they will lend their best efforts in co-operating



with the national work. In Baltimore, for instance, the dealers have already subscribed \$5,000 for joint advertising, over and above what the individual dealer will do for himself. This will warrant the Directorate's placing about a thousand dollars of newspaper space of its own, together with fifty twenty-four sheet posters.

In outlining the benefits of local dealer associations, the Directorate puts the matter to the trade in this wise:

great many more ways in which he and his competitor can help each other than there are ways in which they can harm each other.

"He is willing to meet his competitor half way—and a little bit more—in order that they can pull together, united for the good of the bicycle in his locality. When this is done, when all dealers in a town, or in a county get together into a close-knit association, meeting each other frequently, all committed to the welfare

of the bicycle in that community, the old jealousies, the small bickerings, and the little quarrels fade away because every member is more prosperous, is a bigger merchant, and a better man for his friendly relationship with his fellow bicycle merchants."

For bicycle week the organization plans to run poster and newspaper campaigns in from 250 to 300 towns for two weeks. This will be supplemented by the local dealers' own efforts, both in newspaper advertising, street cars, window displays, parades, races, etc.

The Directorate's newspaper campaign consists of twelve pieces of copy, some

of it preliminary to the main event. In all the poster and newspaper work the one theme is—"Ride a Bicycle." The appeal is based on the fundamental points of the utility, convenience, economy and health obtained in the riding of a bicycle. The workman will be advised to get rid of strap-hanging. The appeal to the business and family man will be based on the exercise and health angles. The woman will be reminded of the convenience of a bicycle for running errands, etc.

"Ride a Bicycle" is the adjura-

## Higher Street Car Fares

Are a Condition You  
Must Face Immediately

THE State Board of Public Utilities will grant a hearing on March 26th to the Public Service Railway Company at Trenton, on a petition to raise street car fares to 7 cents, 2 cents more for a transfer and 1 cent more for a re-transfer—10 cents to ride a mile or so to work, 10 cents more to go home—20 cents a day for one in family to go to work; two in family 40 cents a day, three in family 60 cents a day; \$180.00 a year to ride to work without a single extra fare counted.

THE bicycle is the only thing which will solve this problem. The first cost is small. The modern wheel will take you to work everyday and bring you home, faster than the street cars, for nothing. And you will earn more money, because riding a wheel will improve your health and increase your efficiency.

### Any One of These Reliable Bicycle Dealers Will Free You From Strap Hanging Slavery

Schultz Cycles,  
41-47 South Orange Ave.  
Carter Street N.  
Harbert Larkin,  
25 Wilcox St.  
Harwood Cycle Co.,  
100 Broad St.  
F. Van Blatin,  
441 Broadway Ave.  
Hempstead, N. Y.

Eyles Motor Co.,  
222 Washington St.  
Charles Kyles,  
25 Springfield Ave.  
Oswego Post Office  
Thomas D. Jackson,  
125 Clinton Ave.  
Joseph Dwyer,  
441 Broadway Ave.  
Hempstead, N. Y.

Carl W. Bush Co.,  
125 Broad St.  
Belmont Cycle Co.,  
100-1010 Broad St.  
W. S. Beebe,  
202 Charlton Ave.  
Baltimore, N. Y.  
L. Le Grande Johnson,  
110 North Ave.  
Birmingham, N. Y.

NEW JERSEY DEALERS FOUND AN ADVERTISING TOPIC IN  
AGITATION FOR HIGHER FARES

"The one hundred per cent bicycle merchant is a selfish man—he is in business to make a profit for himself. Otherwise he wouldn't be a merchant at all. But he is not of the 100 per cent calibre if he is not intelligent and broad-minded about it.

"His intelligence tells him that there are other dealers in the bicycle business, that he has competitors, and always will have. He shows his intelligence and his size when he comes to realize that he and his competitors have a great many interests in common. In fact, he knows that there are a

# The St. Louis Star

## Gains Over 100% in Circulation

Day after day, week after week, and month after month The Star publishes far more columns of News and Features than any other St. Louis daily newspaper—morning or evening.

As a result of this superior service to newspaper readers, The Star's circulation has shown a growth unprecedented in St. Louis, if not in the entire United States.

DAILY AVERAGE NET PAID CIRCULATION, MARCH, 1918.....	126,496
DAILY AVERAGE NET PAID CIRCULATION, MARCH, 1916.....	62,508
<b>Net Gain in 2 Years.....</b>	<b>63,988</b>

*Note the steady, consistent growth during each six month period shown below:*



# THE ST. LOUIS STAR

Member Audit Bureau of Circulations

STAR BUILDING

STAR SQUARE

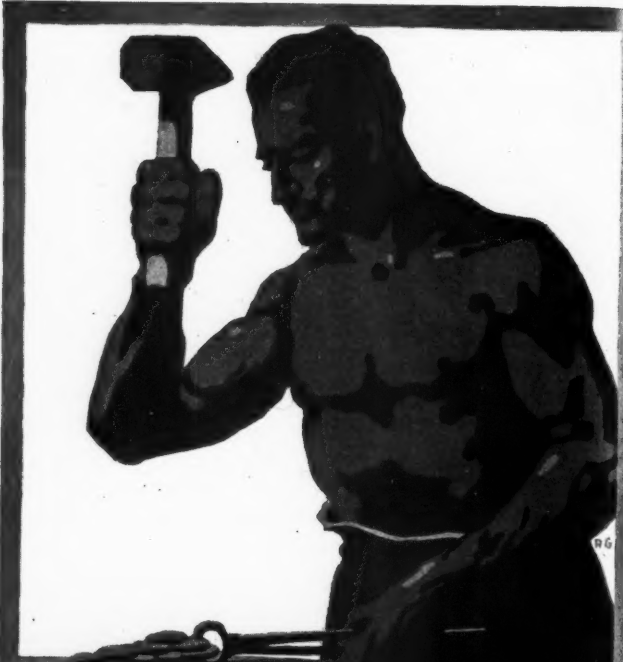
ST. LOUIS, MO

Foreign Advertising Representatives

**STORY, BROOKS & FINLEY**

CHICAGO PHILADELPHIA NEW YORK  
Peoples Gas Bldg. Colonial Bldg. Fifth Ave. Bldg.





FORGE YOUR DOLLARS  
INTO GUNS

LIBERTY<sup>3rd</sup> LOAN

THE STERLING ENGINEERING COMPANY  
NEW YORK

tion in bold type of all the copy. In the newspaper advertisements panels are left to list the names of all local dealers co-operating in the drive.

The big poster features three scenes in conjunction with the stock slogan. The three panels run from the upper left hand corner diagonally to the lower right. The center and larger picture shows an average citizen presumably riding home from work. The sub-caption is "for economy." Of the two others, one shows a woman riding with a knitting bag suspended from the handlebars — "for convenience" — and a father and son on a spin — "for health." All the other wording on this big display is "Buy W. S. S. (War Saving Stamps)" in the lower left hand space of the spread.

This design in smaller size will be run off for window display work. The Di-

rectorate will show the poster for two weeks, and provision is made so that local dealers can keep it running indefinitely with their own names attached if they wish.

As already outlined, it is to local association work that the Directorate looks for the greater vitalization of the bicycle business, and much of its effort is centered on getting the local dealers to work together in furthering the interests of the business as a whole. This work is bearing fruit. For example, in many states and localities traction companies are being allowed to raise the street car fares, and

the Directorate through clipping service keeps in touch with such situations as this all over the country. Much of the copy furnished dealers covers this situation, urging the street car rider to buy a wheel, save money and gain independence from the street cars.

In Newark, N. J., recently, a dozen dealers in the neighborhood joined in taking a quarter page newspaper advertisement warning the public that the State Board of Public Utilities was about to hear a petition of the Public Service

Railway Company to raise fares to seven cents. "The modern wheel will take you to work every day and bring you home, faster than the street cars, for nothing. And you will earn more money, because riding a wheel will improve your health and increase your efficiency," says the copy.

The Erie Cycle Association, of Erie, Pa., took a large page advertisement

in a local newspaper recently, utilizing a plate from a page advertisement for a tire manufacturer in a national weekly. In the panel for the manufacturer's text this association, numbering twenty-one dealers, who sign their names, runs copy urging the public to "ride a bicycle to work—and be independent, be thrifty, be happy and be well."

These are just samples of the results arising out of the drive to organize dealers and arouse them to the possibilities in co-operative action.

There are a good many things in the air that the cycle interests

## Now, Doctor, you said something!

⌘

### Patient:

"Doctor, I have lost my appetite; I can't sleep; I feel tired and stiff all the time; I wake up every morning with a headache; I have a perpetual grouch and I feel like a dead one."

### Doctor:

"Well, well, you are in a bad way, old man, but you still have a chance."

"Go right down town, buy a Bicycle and ride about ten miles every day."

**Ride A Bicycle**

BICYCLES ARE FOR SALE BY THE FOLLOWING DEALERS IN THIS CITY

DEALER COPY FURNISHED BY THE CYCLE TRADE  
DIRECTORATE

feel make the time propitious for an increase in bicycle riding. For one thing, the wealthy "trippers" to Southern winter resorts have been taking up bicycling for sport during their sojourns in warmer climes. It is not expected that this will have any great effect on the market as a whole, but the instance is cited as showing that those who can afford automobiles galore, turn to the bicycle for exercise and recreation nevertheless.

Then the spirit of thrift is in the air, and it is expected that as one result of the war there will be a tendency for our national life to remodel itself along lines of greater simplicity. People who have longed to own automobiles where such a purchase has meant positive extravagance may be satisfied to return to the wheel as a source of exercise and recreation, when its utility and economy are not solely the question.

"We by no means expect a return of the days when the bicycle was a fad," said Walter Rinck, executive secretary of the Directorate. "We realize that that cannot be. But after the first slump in the popularity of the bicycle it became possible to measure the market by the existence of a sure and steady volume of annual sales which meant that the bicycle was still a staple seller, in spite of its wane as a purely popular article. We are sure that the possibilities for increasing the demand for it as a staple are great. By proper organization and sales promotion work we are aiming to build up a larger demand that will mean a sure and steady market, year by year."

### What Can Retailer Tell You About Your Product?

**V**ERY frequently a salesman can learn much about his product, the selling reason that appeals from the user or somebody very near to the user. In this case it happened to be a retail dealer.

The other day we were one of the speakers at a salesmen's and

dealers' convention at the plant of one of the big Central West stove manufacturers.

The sales manager and chairman of the meeting, called on a likely looking young dealer from Erie, Pa., to tell why he sold more of their ranges than any other—why he pushed them to the exclusion of other makes.

"Well, in the first place," he said, "they will do all that any other range will do; but the main reason that I push them is that they will go through the average door of the average house without having to be taken apart.

"I figure that I save five dollars a sale by not having to take your stove apart and put it together again. In other words, I make five dollars more on your stove than on any other make at the same cost!"

All the company salesmen in the room jumped at least an inch out of their seats.

So did the president of the company and other officials who were present.

They all had been shocked with an idea—a dealer's selling reason for their product which had not occurred to any of them; a good, selfish, profitable reason; a latent merit in their range that they did not know about.

It probably cost a good many thousand dollars to assemble all these salesmen and dealers at this plant, but they will get it all back many times over from this one idea they obtained from this wide awake dealer from Erie, and which he expressed in less than a hundred words.

Goods have latent merits just as they have latent defects.

We learn the defects quickly enough from the dealer, and we can learn the merits with equal ease if the salesman will just draw him out.

And the individual salesman need not await a convention to do this.—*Bigelow Magazine*.

E. K. Leech, formerly advertising manager of the *Philadelphia Evening Telegraph* and before that with the *North American* of that city, is now associated with the O. J. Gude Company, New York.

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Chicago Elevated Advertising  
Critchfield & Co.

Gundlach Advertising Co.

Husband & Thomas Co.

H.W. Kastor & Sons Advertising Co.

Merchandising Service Corporation

Ostenrieder Advertising Corporat'n

W. K. Cochrane Advertising Company

Roberts & MacAvinche

The Turner Advertising Company

Thos. Cusack Company

Vanderhoof & Co.

Wade Advertising Agency

Williams & Cunningham

William H. Rankin Company

How Much of Your Pay Do You Think  
You Can Keep if Germany Wins This War?

If, to help America win this war you buy

## Liberty Bonds

to the very limit of your ability you are not merely helping America. You are not merely making a good investment. You are not merely helping to bring peace nearer. You are doing all these things, and in

addition you are buying the best protection for your own individual prosperity—yes, the only real protection you can buy



In co-operation with the Liberty Loan Committee  
this advertisement is published by

### Gundlach Advertising Co.

122 SOUTH MICHIGAN AVENUE, CHICAGO

An official photograph of the club with which the German armies "finish off" wounded soldiers. 32,000 of these were recently captured by the Italians.



## The Destruction of Civilization

is in grim and sober reality what we are fighting this war to prevent. The club pictured above—from an actual official photograph—might be the weapon of a savage cave man of five thousand years ago. It is in fact the weapon with which German soldiers "finish off" enemy wounded who have fallen on the battlefield.

There is only one answer to make to such methods—the defeat of the German armies. America has taken up the sword to give that answer. Our army is in France to help win this war on the battlefield—that civilization may be safe, that America may be safe.

### You Can Have Your Share in America's Answer to German Savagery

The Third Liberty Loan is your opportunity. It is the most direct blow that can be struck at German military supremacy. It is the most powerful aid that can be given our soldiers in France. It means rifles and helmets

and gas-masks—the best protection for our men from German brutality. It means big guns and shells and airplanes—and VICTORY.

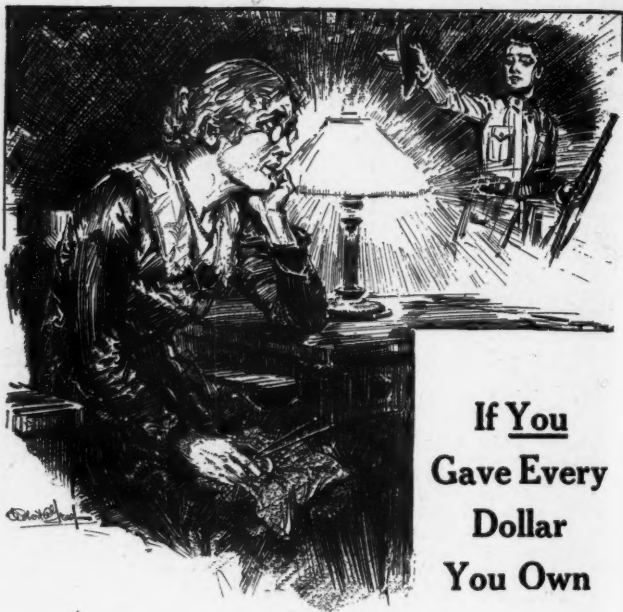
Invest today in bonds of the Third Liberty Loan, and save the lives of American soldiers.

### Save Civilization, Save America, Your Own Family and Your Own Home

In co-operation with the Liberty Loan Committee  
this advertisement is published by

## CRITCHFIELD & CO.

Brooks Building, Chicago



If You  
Gave Every  
Dollar  
You Own

how little would the sacrifice be compared to theirs.

We are not asked to give. We are asked only to *lend*. To  
lend at good interest secured by the best collateral on earth

## U. S. Liberty Bonds

In co-operation with the Liberty Loan Committee  
this advertisement is published by

**HUSBAND & THOMAS CO.**

58 East Washington Street, Chicago

He says we are bluffing!  
Let's show him a big Card —  
and everybody in on the Pot.

*Put up your ante now in the*

**3<sup>RD</sup>  
LIBERTY  
LOAN**



In co-operation with the Liberty Loan Committee  
this advertisement is published by

**VANDERHOOF & CO.**

Marquette Building, Chicago



"Lend Me Your Money \*  
that I may equip my Army  
and Navy to insure for you  
and your children the bless-  
ings of Liberty."

"Give Me Your  
Money or Your  
Life"

Invest now to the limit of your ability in

# U. S. Liberty Bonds

In co-operation with the Liberty Loan Committee  
this advertisement is published by

**ROBERTS & MacAVINCHE**

30 North Dearborn Street, Chicago

**Will You Invest  
Your Money With  
Uncle Sam Now?**

**Or Let Germany  
Take It Away  
From You Later?**



Be practical. Look squarely at the facts. We will either invest our money with Uncle Sam now, at good interest rates, to help him win this war, or we will give it up later to pay Germany's war cost—and as much more as Germany chooses to collect. **Invest in**

**Liberty  
Bonds**  
Today

In co-operation with the Liberty Loan Committee  
this advertisement is published by

**W. K. Cochrane Advertising Agency**

30 N. DEARBORN STREET, CHICAGO



**The THIRD LINE**  
*of* **DEFENSE**  
*Get into it and Dig*

**LIBERTY LOAN**

In this line every true American can  
and will help to win the war. Invest in

**Liberty Bonds**

In co-operation with the Liberty Loan Committee  
this advertisement is published by

**WILLIAMS & CUNNYNGHAM**

59 East Madison Street

CHICAGO



WE are now building more naval and merchant ships than we have constructed in the last generation.

We are building a vast fleet of airplanes, and enormous supplies of artillery, motor trucks, machine guns, rifles and ammunition. We are feeding, clothing and training an army of a million men, and preparing for a million more. We have loaned billions of dollars to our allies to be spent in the United States.

The mind can hardly conceive the sums of money required for our war preparations. Yet these expenditures are absolutely essential. We must win the war quickly if possible; we must carry it on for years if necessary. We must do the job with American thoroughness, let the cost be what it may.

From the shipyards of the Pacific to those of the Atlantic; on our farms and in our mines, mills and factories in every state in the Union; back of the firing lines in France, where men are training, camps are being erected and railroads built, billions upon billions are being expended for labor, for transportation, for materials and supplies of every description.

Remember, when you invest in your Liberty Bonds, that there is immediate, urgent, imperative need for every dollar you can possibly spare.

In co-operation with the Liberty Loan Committee  
this advertisement is published by

**Thos. Cusack Company**

Chicago

*Largest Advertising Company in the World*



In co-operation with the Liberty Loan Committee  
this advertisement is published by

**The Turner Advertising Co.**

608 SOUTH DEARBORN STREET, CHICAGO

**What Will Protect  
YOU  
If These  
Are Defeated?**

Our army and navy are the protectors and the only protectors of *your* home—*your* family—*your* income—*your* property.

What will become of you and yours if these protectors are weakened and rendered insufficient to their task?

*They will not be defeated by the enemy.*

The only way they can be defeated or weakened is through *your* failure to support them with ships, food, weapons, ammunitions, clothing and supplies.

Your life, your business, the future of your family, may depend upon how much real effort and sacrifice you make to invest in

**Liberty Bonds**

L.V. REAVIS

In co-operation with the Liberty Loan Committee  
this advertisement is published by

**Ostenrieder Advertising Corporation**

25 EAST JACKSON BOULEVARD, CHICAGO



YOU are asked to save every cent not needed for your reasonable support and physical well being—this is thrift

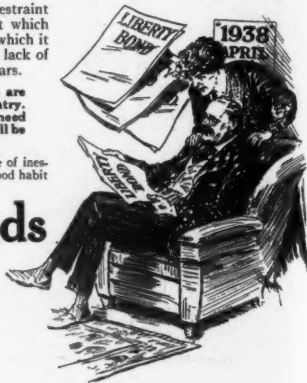
## Bonds Are Not A Burden But A Blessing

**T**HRIFT requires the exercise of restraint and self-denial—qualities without which you cannot achieve the success in life which it is your ambition to achieve, and for the lack of which you are likely to suffer in later years.

The money you acquire by thrift you are asked to loan—not give—to your country. It will come back to you when you may need it far more than you do now, and you will be paid interest for its use.

This war is a frightful thing, but it may prove of inestimable benefit to you, if it teaches you the good habit of thrift. Start the habit by investing in

## Liberty Bonds



In co-operation with the Liberty Loan Committee  
this advertisement is published by

**Merchandising Service Corporation**

17 NORTH STATE STREET, CHICAGO



## Worth Fighting For?

**S**HALL this little girl grow up in the sort of American home we know, healthy and happy?

Shall she have the advantage of living and learning in a free land, under free institutions? Shall such children develop into Liberty-loving citizens that a free America may be proud of?

For over two hundred years Americans have fought valiantly, and died gallantly, to win for themselves and hand down to their posterity the blessings of liberty, justice, self-government and equal opportunity. This precious heritage, bought at so great a price, is now threatened.

**The question which today confronts America as a nation, and you as an individual, is whether or not a free America is worth fighting for**

Are American children in this and all future generations to receive unimpaired the legacy of freedom of which we are now the custodians, or shall their country be turned over bodily to the brutal, rapacious power-mad enemy which has forced us into this war?

This question cannot be answered by word of mouth, but by deeds alone.

**Let your answer be your investment in**

# Liberty Bonds!

In co-operation with the Liberty Loan Committee  
this advertisement is published by

**H. W. Kastor & Sons Advertising Co.**

**CHICAGO**

**ST. LOUIS**

# VICTORY

We are  
going to

## Win This War

The victory, like everything worth while in life, will require sacrifice, self denial, ungrudging effort.

In defense of Liberty, Justice and Civilization, we must use every weapon at our command. And not the least of these is money. Never in the history of the world has there been a truer cause. Invest in

## Liberty Bonds



In co-operation with the Liberty Loan Committee this advertisement is published by the National Railways Advertising Co.,  
controlling all

**CHICAGO ELEVATED ADVERTISING**

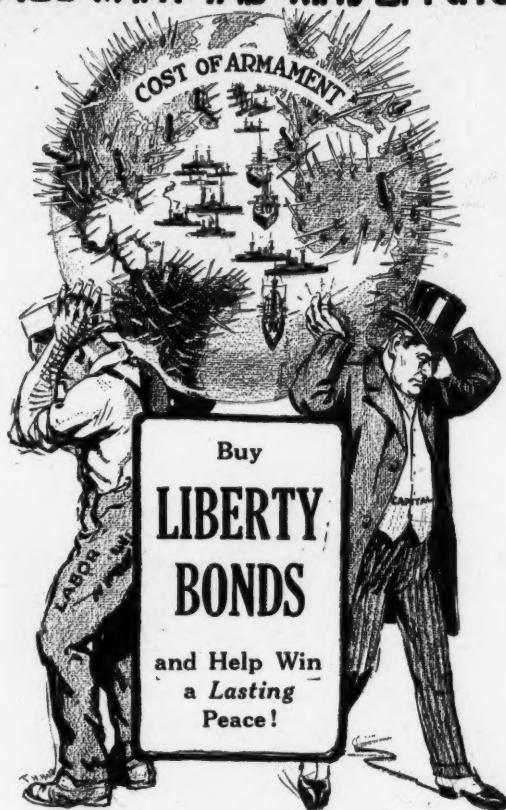
508 Kesner Building, Chicago

J. T. DOWNEY, President

If you would like reproductions of this page, either singly or in quantity, let us know



# DO YOU WANT THIS KIND OF PEACE?



In co-operation with the Liberty Loan Committee  
this advertisement is published by

**Wade Advertising Agency**  
CHICAGO

# 3rd LIBERTY LOAN



## "Keep the Light Burning!"

**P**ATRIOTIC business men have kept the light of advertising burning—first for the Red Cross, then for Liberty Loans, W. S. S., Y. M. C. A., Smileage, the War Shipping Board, Knights of Columbus, the Jewish Relief, etc.

So thoroughly have the advertisers of this country believed in advertising that they felt it their patriotic duty to buy and pay for millions of dollars worth of advertising space for their government, so that our millions of men, women and children would learn of their duty in the most convincing, economical and educational way.

The Third Liberty Loan will receive the same whole

hearted support. Advertisers and advertising men will "do their Best" by helping the various Liberty Loan Committees handle their advertising and publicity problems. Advertising is mobilized to "Win the War."

Printers' Ink will gladly tell any interested advertiser, how he can secure newspaper mats of any of the unusual advertisements in this section for use to further the sale of the Third Liberty Loan.

### Wm. H. Rankin Company

"Advertising based on knowledge that benefits the consumer"



WILLIAM H. RANKIN  
President  
H. A. GROTH  
Secretary-Treasurer

WILBUR D. NESBIT  
1st. Vice-President  
ROBT. E. RINEHART  
2nd. Vice-President



NEW YORK: 50 Madison Avenue  
CHICAGO: 104 South Michigan Ave.  
WASHINGTON, D. C.: 610 Riggs Bldg.

## Buy U. S. Government Bonds

THIRD LIBERTY LOAN





# "Safety First" Ads, and Others, for London Omnibuses

Accidents Reduced Twenty-two and One-half Per Cent in One Year

By Thomas Russell

London Correspondent of PRINTERS' INK  
(Licensed by Chief Postal Censor, London, England)

LONDON'S street passenger traffic is divided between four classes of vehicles—taxicabs, a few horsed cabs with two and with four wheels, electrically propelled cars (which are called "trams") and motor busses. The horsed omnibus is gone; even the shortage of gasoline has not brought them out of retirement as it brought out the old hansom cabs and four-wheeled "growlers."

Street cars on rails are run by the London County Council, a municipal body operating under the Local Government Act, and the London United Tramways Company. The London County Council started a line of omnibuses, but the omnibus companies (five of which are run by a concern which also controls the London United Trams and the electric underground railway system) forced the Council to take them off the road, the courts upholding the view that the law under which the Council Trams are run does not permit municipal omnibuses.

This Council is more or less political in color—and the present majority would like to get rid of the trams if it dared. Whether this is desirable or not is a question; certainly the Council Trams give a wretched service.

The five allied companies running motor busses have run the old horsed omnibus off the road. But big, fast vehicles weighing about ten tons do not run without dangers. A thing of this weight cannot be stopped so quickly as a horsed vehicle, and if anyone is knocked down, the wheels are on him sooner; a horse can be pulled up, and will always try not to step on the victim.

Most street accidents are due to the carelessness of the public. They can be made fewer, and the

companies thus spared not only claims, but also odium, by educating the public. This, at all events, was the view taken by the companies. And these concerns are great believers in advertising. Easily the most artistic poster work produced in this country is put out by one part of what may be called, without offence, the traffic trust—the Underground Railways. And they only cost the price of printing, because the outside of the stations (of which there are enormous numbers in "greater" London) furnish all the street space needed, and there is also plenty of room inside, around the platforms, and in the cars.

## POSTER ADVERTISING TO STOP ACCIDENTS

The same spaces have for over a year been liberally dedicated to a safety-first advertising campaign.

On the face of it this might not look very much like a good way to advertise a passenger service. It is a pretty good advertising maxim that you should not even suggest drawbacks to the product—even to deny them. And it would be absurd for the omnibus companies to say that motor busses are not dangerous to careless people, because they are.

Nevertheless, the five companies took well over two and a half million dollars—£520,337 sterling to be exact—last year, an increase of £13,370, and during this time the bulk of the advertising appropriation was spent on safety-first announcements, in the press as well as by the posters already mentioned. The total number of accidents during 1917 was 22½ per cent below the total of 1916. No one can say that the advertising did not deliver the goods.

One very effective poster used was a view of a street, boldly drawn, with people acting in ways liable to cause an accident. One man is stepping off the curb with his back to the on-coming traffic, and a few words of type explain why he is going to have an accident. Another person is crossing the road behind a vehicle and is about to step in front of one coming the other way; and this, too, is pointed out with wording.

In the omnibuses themselves, close to the door, are small cards telling people to hold on to the rail until they step off, to glance behind for traffic, but face toward the front, and to step off with the left foot (remember that wheeled traffic in this country turns to the left, not to the right, as in America).

In the newspaper advertisements people are warned against stepping into the roadway with their backs to the direction from which vehicles come, advised to cross where there is a refuge, and also told to cross the street, where there is no refuge, in two diagonals, so as to face the traffic both ways.

The traffic organization uses advertising in other ways. It inserts advertisements in the press, besides putting posters on the Underground stations, to tell passengers how to use the services properly—to step on and off trams quickly, to have their change ready at the booking office, and so on. One recent newspaper advertisement showed a crowd held up by one man who could not find his ticket. Underneath was the wording:

#### HAVE ALL TICKETS READY

Passengers save themselves delay and other passengers delay by having their tickets ready, and so avoiding holding up the traffic at the lifts and barriers.

This is a rule of good conduct made in the interests of the public.

Another good piece of work, really of an advertising character, is the way the station names are shown on the Underground. People used to complain that there were so many posters that the name could not be seen. So the

company designed a large white board, with a solid blue circle in the middle. Across this is the name of the station in red. No one can mistake this for a poster, and a poster in imitation of it would not be permitted.

### Shoe Advertising Coming in Canada

Ames, Holden, McCready, Limited, of Montreal, a large manufacturer of boots and shoes, has just completed plans for an extensive advertising campaign. R. E. Dildine, advertising and sales manager and member of the board of directors, was formerly a member of the editorial staff of **PRINTERS' INK**.

Smith, Denne & Moore, Limited, Toronto and Montreal, advertising agents, have been placed in charge of the account.

### Towle Leaves Cross Agency

Herbert L. Towle has become associated with the David Lupton's Sons Company, Philadelphia. For two and a half years he has been with the J. H. Cross Company, Philadelphia advertising agency, handling the technical advertising department. The Lupton company, whose account has been in the charge of the Cross company, makes special construction for light and ventilation in fireproof buildings.

### New Policy of "Dow Service Reports"

The "Dow Service Daily Building Reports," published by the Allen E. Beals Corporation, New York, announces that it will accept advertising in the future. It has been published for about two years without advertising; the subscription price, however, is \$60 a year.

### Rinex in Canada

The Canadian Consolidated Rubber Co., Limited, of the Dominion Rubber System, has appointed the Canadian Advertising Agency, Limited, of Montreal, to handle a campaign for Rinex soles. For the present, newspapers only will be used.

### Heller With Merritt-Van Cleve

Arthur G. Heller, formerly associated with Churchill-Hall, Inc., New York, on April 1 joined the Merritt-Van Cleve Co., Inc., also of New York.

### Pritchard an Officer in Critchfield Agency

William A. Pritchard, manager of the Detroit office of Critchfield & Company, Chicago, has been elected vice-president of the company.

Trying to cover Boston and  
New England without

# The Boston Post

is like trying to make  
New England clam chowder  
without the clams

---

The Boston Post Is First in Daily Circulation

March **522,200** No  
Average Returns

Largest Morning Circulation in United States

The Boston Post Is First in Sunday Circulation

March **376,964** No  
Average Returns

Largest Sunday Circulation in New England

The Post Is First in Local Display Advertising

The Post Is First in Foreign Display Advertising

The Post Is First in Total Display Advertising

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**KELLY-SMITH COMPANY**

*Representatives*

220 Fifth Avenue, New York

Lytton Building, Chicago



# Wanted: Two Copy-Writers

## We Have Two Excellent Openings for Copy-Writers

For men of big calibre, of real ability, of mature experience, of good personal character. We much prefer men familiar with agency work. Unless you consider yourself one of the best copy-writers in America you will waste your time and ours by applying. These positions offer real salaries and big opportunities to the right men. Please write us. State your experience, references and salary expected. Include samples of your work, if possible. The more complete and comprehensive your letter, the better.

**Henri, Hurst & McDonald, Inc.**

*General Advertising Agents  
and Merchandising Counselors*

Peoples Gas Building

CHICAGO

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# "Bull Durham" Conscripted, "Duke's Mixture," Too

Entire Output Goes to Soldiers and Sailors—What Becomes of Civil Market

THE announcement during the past week that Bull Durham and Duke's Mixture have been taken over by the War Department makes us realize that tobacco has become a very essential part of the equipment of the soldiers and sailors of the United States.

Tobacco men say that it means that the Kaiser and his cohorts are to be smoked out.

For some time a large percentage of the production of these two popular brands has been going to the boys "over there" and also to the boys "over here," but at the same time an effort has been made to take care of civilian demand. From now on, however, and as long as the war lasts, *the entire output* of these two brands will be turned over to the men in the service. Regular trade will be abandoned for the time being.

"Bull Durham" belongs to the American Tobacco Company and "Duke's Mixture" is the property of the Liggett & Myers Tobacco Company. It is said that the sale of "good old Bull," as it is affectionately termed by those who use "the makin's of the nation," has run well over a million sacks a day. The sale of Duke's Mixture, while not so large, has been large enough to make its withdrawal from the market seriously missed. "Bull Durham" has been very heavily advertised, the annual appropriation running up into the hundreds of thousands.

The question naturally arises as to what is going to be done to hold the civilian market while these two brands are absent fighting for their country. The American Tobacco Company, at least, has already come out with an advertisement explaining to the public why it will not be able to buy "Bull." This preliminary announcement, occupying fourteen

inches across four columns, appeared in newspapers from one end of the country to the other. It was signed by Percival S. Hill, president of the company, and read as follows:

"Our Government has requested that we put at the disposal of the War Department our entire output of the 'makings'—'Bull' Durham tobacco.

"And we have complied—fully, gladly. For whatever the Government wants, whatever it needs, it must have from us and from you fully and with a generous heart.

"We have been sending immense quantities of 'Bull' to our men at the front, and at the same time trying to supply consumers at home. But now we are asked to give *all* our output—36,000,000 sacks, 2,000,000 pounds, 100 carloads of 'Bull' Durham every month.

"This call means more than just huge figures to me and I know it will mean more than figures to the hundreds of thousands of men everywhere in the country who 'roll their own' and who look upon that little muslin sack of good old 'Bull' as a personal, everyday necessity.

"It means that the Government has found that *our fighting men need the 'makings.'*

"But, if 'Bull' is a necessity to you here, in the peaceful pursuit of your daily life, how much greater its necessity to those splendid Americans who have gone to fight for you—to win this war for you.

"I know that you will think of them as I do—only of them. I know there will not be a single complaint. I know that you will give up your share of 'Bull,' however long you have enjoyed it, however close it is to you, as you will give up anything you have if

it is made clear to you that our forces over there need it.

"That the Government has requested the whole output of 'Bull,' the night and day output of all of our factories, must make this absolute need clear to you.

"And I know that you will not forget the little muslin sack—gone for the present on its mission of hope and inspiration to our boys in the trenches.

"'Bull' will come back, with ribbons of honor. Have no fear."

A series of three or four other advertisements, in the same strain, telling of the enlistment of Bull Durham in the service of his country are projected. Beyond that no plans have been made. It is probable, however, that from time to time the company will remind the men who remain at home that "Bull" has gone to war and that is why they are unable to buy it from their dealers.

To have their brands picked for military service is no small honor, but just the same forsaking the usual commercial market means a considerable sacrifice on the part of these two tobacco companies. Millions have been invested in building up "Bull Durham's" good will. To what extent will the diversion of this product from usual trade channels endanger this investment? Will smokers get out of the habit of smoking their former favorite or will they accept something else temporarily and then go back to the old brand as soon as it is mustered out of the Army at the conclusion of the war? What sort of a drive will be made on other brands to have them take the place of those that have gone to the front?

Answers to these questions can only be speculations. Very likely, however, as already indicated, advertising will be called on to keep alive "Bull Durham's" memory. It is reasonable to suppose, though, that those who have been using these conscripted brands will not stop smoking just because they are unable to get their customary "makings." They will buy something else. Logically

this opens up an opportunity for the promotion of brands that can still be supplied. Certain facts, however, arise to complicate the situation. In the trade the smoking of "Bull Durham" is recognized as a habit and it remains to be seen how easily it can be broken. Then, too, most tobacco companies are enjoying all the business they can conveniently handle and may decide to let "orphan demand" take whatever course it will.

Another element enters the matter that is important. It is this: An ever-increasing percentage of smokers are entering the service. Those who have been "Bull Durham" fans can of course still get the product as always, and many of the others, who have been smoking something else, may acquire the "Bull" habit.

In the Army, tobacco is not a part of the soldier's ration, although a bill has been recently introduced in Congress to make it so. The soldier buys his tobacco, cigarettes, etc., at the canteens, Y. M. C. A. centers and such places.

Ever since we entered the war, "Bull Durham" advertising has had a strong military flavor. Much of the copy was made up of extracts from letters from the front and from the stories of war correspondents. One soldier, for example, on landing in France cabled his folks: "Arrived safely, send Bull Durham." It is claimed that the French peasants, seeing a tobacco sack protruding from every Sammy's pocket, began to regard it as part of the standard equipment of a United States soldier. One advertisement in this series was headed, "\$8 for a 5c sack of 'Bull' Durham in France" and under it appeared this explanation:

"Writing to a San Francisco paper, Francis Joliffe tells how badly our soldier boys in France need tobacco: 'One boy pulled out a half-used sack of Bull Durham and caressed it. His companion informed me that they had paid as high as 40 francs (\$8) for a sack of Bull Durham.'"

# THE NEW YORK WORLD

The Most Successful Result-Producing  
Medium for Advertisers in the Country

*Average Circulation Per Day, Year 1917:*

## 377,147

### Ten Years of Unchallenged Leadership

Number of Separate Advertisements Printed:

	THE WORLD	THE HERALD	THE WORLD'S LEAD
1908 . .	1,200,873	1,031,979	168,894
1909 . .	1,415,097	1,023,617	391,480
1910 . .	1,546,897	945,406	601,491
1911 . .	1,526,184	915,226	610,963
1912 . .	1,560,557	840,386	720,171
1913 . .	1,544,239	772,434	771,805
1914 . .	1,275,790	693,792	581,998
1915 . .	1,318,945	620,216	698,728
1916 . .	1,780,257	600,606	1,179,651
1917 . .	1,827,699	554,629	1,273,070

*(Figures compiled by the Statistical Department of the New York Evening Post)*

#### Total Volume of Advertising 1917:

The World, lines . . .	13,741,045
The Times, lines . . .	12,509,587
The American, lines . .	9,300,672
The Herald, lines . . .	7,309,298
The Tribune, lines . . .	4,644,931
The Sun, lines . . . . .	4,131,699



Profit by the Successful Experience of  
Others and Advertise in The World





**O**RAL HYGIENE—single-handed—  
secured subscriptions from five  
thousand members of the dental  
profession to a fund established for the  
purpose of presenting a great loving-cup to  
MR. THOMAS A. FORSYTH, founder of the  
Forsyth Dental Infirmary for Children.

ORAL HYGIENE starts things—and finishes  
them—both for advertisers and  
for Dentistry



## ORAL HYGIENE

*"The Printers' Ink of the Dental Profession"*

PITTSBURGH, U.S.A.

W. LINFORD SMITH  
Publisher

MERWIN B. MASSOL  
Business Manager

# Old Town Canoes Advertised As Usual, Despite Smaller Sales

War-Disturbed Market Hasn't Meant Retrenchment

HAS the war cut into your market, built by years of patient advertising and sales effort?

Then go on advertising harder than ever to find new customers to take the place of old ones, and to hold together your sales field as it now stands!

That is the formula which the Old Town Canoe Company, of Old Town, Me., has applied to its 1918 situation. There is no blinking the fact that, as S. B. Gray, treasurer of the organization, tells PRINTERS' INK, "there is no ground for believing that canoe sales can possibly be as large as in normal seasons heretofore, even though canoeing is becoming more widespread." In fact, sales in this field, as in most types of sporting goods not associated with military life, took a sharp slump directly the United States entered the war. It was not only the fact that large numbers of men were withdrawn from civil life, and stopped buying; but for thousands of others the uncertainty of the situation made it seem unwise to make purchases which were not absolutely essential.

In spite of this discouraging outlook, the advertising campaign of the Old Town Canoe Company for 1918 will be just as large, and

will be directed along about the same lines, as in former years.

The company feels that when customers are somewhat scarce is not the time to stop looking for them, but the time to search all the harder. Canoeing as a sport is steadily growing in favor from year to year; its advantages in helping to build health can be pointed out to the stay-at-home man who must keep himself fit

if he is to do his part of the nation's job efficiently; and as there are more women working than ever before, and at much better wages, presumably the feminine half of the nation may also be regarded as a potential market worth thinking about.

The good effect of national advertising in stiffening up the backbone of the dealer is also a point which is certainly to be considered.

"Most of our dealers," Mr. Gray reports, "have been hesitant about buying, and particularly the orders have been late in coming, as compared with previous years. As if to offer still further discouragement to buyers, there has been almost continuously such widespread congestion on the eastern railroads as to make uncertain the delivery of canoes—as well as other commodities. Because of this uncertainty deal-



*"Old Town Canoes"*

**Swish!** goes the line over the glass-like surface. Then a sharp jerk and the tussle is on.

For casting, trolling or still fishing, an Old Town Canoe is unequalled. It takes you from place to place, gliding noiselessly along with hardly a ripple.

Old Towns are speedy and buoyant. They are specially made to withstand hard usage. On placid waters Old Towns are graceful as swans. On turbulent rapids their staunchness can always be depended upon. Send for catalog.

**OLD TOWN CANOE CO.**  
728 Middle St. Old Town, Maine

THE WAY OLD TOWN CANOES ARE ADVERTISED THIS YEAR

## Right is Might

**The Christian Science Monitor**—the one great international daily newspaper, stands squarely on the platform that "right is might."

Fearless in the presentation of the facts as they are, progressive in all that it advocates, universal in its appeal, and absolutely truthful, the Monitor is recognized as an authority on affairs to which it gives its attention.

It is an important channel through which to obtain reliable information of the activities that are today shaping the social, business and political life of tomorrow.

The Monitor aids the individual to lift thought from the limits of personal considerations to the greater responsibilities to country and fellow men.

**The Christian Science Monitor**, at 3c a copy, is on general sale throughout the world at news stands, hotels and Christian Science reading-rooms. A monthly trial subscription by mail anywhere in the world for 75c, a sample copy on request.

**The Christian Science  
Publishing Society**

BOSTON

U. S. A.

*Sole publishers of all authorized  
Christian Science literature*

ers have hesitated to buy with the same willingness that they would have shown could shipments have gone through with normal rapidity."

While Mr. Gray does not mention it, obviously the psychological effect upon the dealers of seeing the canoe advertising going steadily and calmly ahead must be excellent. After all, as someone has said, business is what you make it. If you decide that it is bad, it will be bad. If you decide that it is good, and get out and hustle accordingly, you will have nothing to fear. "We would not feel at all secure," says Mr. Gray, "in letting up at all in our advertising work. It seems to us as if we should go even more vigorously after potential customers in the fields which are *not* affected by military exigencies. We have provided an ample stock of canoes and a normal advertising schedule so as to be ready for a maximum business, and to hold forth to every possible buyer enticing advertising of varying appeals."

Some recent copy, for example, has been directed in the outdoor and sporting publications to the fisherman. A cut of a Waltonite standing in a canoe with a big string of fish is routed out to carry the admonition to "Get out your rod, oil your reel, make ready your flies! Then pay yourself that promised day of sport in an Old Town, the master canoe. Paddle out into the cool depths and cast your line for the big fellows who put up a snappy fight. After a day of 'reel' sport you'll come back with a whale of an appetite for that royal dish, 'fried fish and potatoes.'"

"An Old Town is the ideal sport canoe. You can always depend upon its speed and staunchness. Write for catalogue."

### Lieut. Sweeney Advanced

Second Lieutenant John M. Sweeney, Jr., Fifth Cavalry, U. S. A., has been promoted to First Lieutenant of Cavalry. He is stationed at Fort Bliss, Tex. Until last spring, when he entered the Army, he was with the Manternach Company, Hartford, Conn.



# *Why*

## *Hammermill Advertising has been successful*

We have advertised Hammermill Bond by advertising the service it gives.

Hammermill Portfolios are not mere sample books. They contain printed forms, the use of which systematizes office and factory routine and simplifies your printing problems. There is a portfolio for practically every line of business, including one especially compiled for advertising men.

The office manager, sales manager, or advertising manager who receives this practical Hammermill co-operation naturally considers using Hammermill Bond.

He finds it is a high-grade, reasonably-priced paper, made in three finishes, bond, ripple and linen, and in 12 colors besides white, affording distinctive eye-arresting hues for different office forms. Further acquaintance with Hammermill Paper generally convinces him of the advisability of standardizing his printing on one dependable paper, avoiding needless discussions with the printer, and assuring a uniform high standard of paper-quality.

Write us for the Hammermill Portfolio that will help you. The full set will be sent, upon request, to any printer.

*Look for this watermark—it is our word  
of honor to the public*

# HAMMERMILL BOND

*"The Utility Business Paper"*

# The Pre- vention of Substitution

## Method No. 1

### Destructive—Negative

Train the consumer to insist on your trade-mark and to speak roughly to the dealer who doesn't carry your line. If the consumer fails to get what he wants at the first store depend upon him to inquire at eleven other stores, thereby pinch-hitting as a salesman for you.

## Method No. 2

### Constructive—Positive

Direct the consumer to your own dealers—thus avoid the chance of substitution. Very few dealers want to substitute—but the old catch-as-catch-can methods of distribution have forced it on them.

"Right!" you say. "But how *can* I direct the consumer to the right dealer?"

The answer is ready in 71 cities, where Buyers Aid information bureaus are now established—(100 by May 1st). Ask

## Buyers Aid, Inc.

154 Nassau St., New York City

Phone  
Beekman 7010

# Wide Range of Industries in Co-operative Advertising

A List of Nearly 150 Campaigns That Have Been Recorded in PRINTERS' INK

St. Louis, Mo., March 27, 1918.

Editor of PRINTERS' INK:

Can you tell me some of the principal co-operative campaigns of advertising that have been undertaken in this country? I am familiar with a number of these, but believe that PRINTERS' INK has referred in the past few years to many that I am unable to recall.

R. K. TOWNSEND.

THE growth of the idea of co-operative advertising has been remarkable during the four or five years just past. In the early part of this period, such advertising was infrequent, but each succeeding year has witnessed a stronger movement among associations to advertise their products or their service in joint campaigns.

Indeed, it isn't even necessary that the advertising emanate from an association at all. Seven manufacturers of Dayton, for example, in wholly different lines, joined hands not long ago to advertise Dayton. In several instances successful campaigns have been conducted by jobbers and manufacturers to bring buyers to a particular city.

The list given below is not a complete one, but it indicates the wide variety of industries that have turned to co-operative advertising as a means of solving their special difficulties. It is worth noting, also, that some exceptionally strong concerns have not considered themselves too firmly entrenched to join with their competitors in a work that, from a financial standpoint, they could well afford to do alone.—[Ed. PRINTERS' INK.]

## BUILDING AND HOUSE FURNISHING MATERIAL

National Association of Sheet and Tin Plate Manufacturers of the U. S.  
Metal Club of Philadelphia.

National Paving Brick Manufacturers' Association, Cleveland.

Georgia Brick Manufacturers' Assn.  
Texas Brick Manufacturers' Assn.  
Magnesia Association of America, New York.

Asphalt Shingle Publicity Bureau, Chicago.

National Terra Cotta Society, New York.

Barre (Vt.) Quarriers and Manufacturers' Association.

National Warm Air Heating and Ventilating Association, Columbus, Ohio.

Portland Cement Association, Chicago.

Twenty Chicago paving concerns.

Cut Nail Manufacturers.

Associated Tile Manufacturers, Beaver Falls, Pa.

Allied Wall Paper Industry, N. Y.  
Metal Bed League, Inc., New York.

## BANKS, TRUST COMPANIES, ETC.

St. Louis safe deposit companies.

Los Angeles trust companies.

Banks of Pasadena, Cal.

Six members of New York Stock Exchange.

## CITIES

Greater Des Moines Committee.

Hundred and Fifty Thousand Club, Dallas, Tex.

Seven manufacturers of Dayton, O.

Manufacturers of Milwaukee.

Portland, Ore., Commercial Club.

Business Men's Club, Memphis, Tenn.

Nashville Industrial Bureau.

Publicity League, San Antonio, Tex.

Denver Tourist Bureau.

Ottawa, Ont.

Calgary, Alberta.

Louisville Industrial Foundation.

One hundred and sixty-eight manufacturers of Cleveland.

(Many other cities have been advertised co-operatively.)

## FOOD PRODUCTS

California Fruit Growers' Exchange, Los Angeles.

California Associated Raisin Co., Fresno.

Shrimp Cannery (by U. H. Dudley & Co., New York).

Los Angeles bakers.

California Walnut Growers' Assn.

Dairymen's League, New York.

American Cranberry Exchange, N. Y.

Northwestern Fruit Exchange, Seattle.

Fruit Growers of Niagara Peninsula, Ontario, Can.

National Kraut Packers' Association, Chicago.

Northern California Fish Exchange.

National Association of White Corn Millers, Toledo, O.

Indiana Millers' Assn., Indianapolis.

Chicago ice-cream manufacturers.

Apple Growers' Association of Hood River, Ore.

Chicago Butter and Egg Board.

Florida Citrus Exchange, Tampa.

Southern Texas Truck Growers' Association, San Antonio.

Oyster Growers' and Dealers' Association of North America.

Indianapolis grain dealers.

National Dairy Council.

National Association of Master Bakers.

## LUMBER

West Coast Lumbermen's Association, Shingle Branch, Seattle, Wash.  
Arkansas Soft Pine Bureau, Little Rock, Ark.

Southwestern Lumbermen's Association, Kansas City, Mo.

American Oak Manufacturers' Association, Memphis, Tenn.

Gum Lumber Manufacturers' Association, Memphis, Tenn.

National Lumber Manufacturers' Association, Chicago.

Southern Pine Association, New Orleans.

White Pine Bureau, St. Paul.

Northern Hemlock & Hardwood Manufacturers' Association, Oshkosh, Wis.

Southern Cypress Manufacturers' Association, New Orleans.

Western Red Cedar Association, Spokane, Wash.

Eight lumber companies (for American walnut).

## PUBLIC UTILITIES

National Commercial Gas Assn., N. Y.

Railway Executives' Advisory Committee, New York.

Bureau of Railway Publicity of Illinois.

National Conference Committee of the Railways.

Society for Electrical Development, New York.

Associated Railroads of Pennsylvania and New Jersey.

Five express companies.

Coal Operators of Illinois.

## REAL ESTATE AND INSURANCE

Chicago Board of Underwriters.

Fire Underwriters' Association, Rochester, N. Y.

Philadelphia Association of Life Underwriters.

Life Underwriters' Association of Cincinnati.

Life Underwriters' Association of Syracuse, N. Y.

Twenty bond and real-estate firms of St. Louis.

Milwaukee building and loan associations.

## STREETS AND MARKETS

New York stores in "Save New York" movement.

Walnut Street Assn., Philadelphia.

Charles Street Association, Baltimore.

Chicago Furniture Exhibitors' Association.

Grand Rapids (Mich.) Market Assn.

Kansas City Jobbers.

Main Street Merchants' Association, Cincinnati.

Market Street Improvement Association, Louisville.

Merchants of Division Street, N. Y.

Eight lumber companies of Louisville.

Jewelry houses of Kansas City.

Milinery houses of Atlanta.

Raw Fur Merchants' Assn., New York.

"Heart of Dayton," Dayton, Ohio.

## STOCK ASSOCIATIONS

American Berkshire Association, Springfield, Ill.

Holstein Friesian Association, Brattleboro, Vt.  
American Jersey Cattle Club.  
(And many others.)

## WEARING APPAREL

Waist and Dress Manufacturers' Association of Philadelphia.

Associated Dress Manufacturers of New York.

Silk Association of America, N. Y.

Four Underwear Mills of Piqua, Ohio.

Lynchburg, Va., shoe manufacturers.

## PUBLISHERS' AND OUTDOOR ASSOCIATIONS, ETC.

New England Dailies.

Southern Newspaper Publishers' Association.

Nebraska Publishers' Bureau.

Illinois Daily League.

Wisconsin Daily League.

Association of Foreign Language Newspapers.

Poster Advertising Association.

Big Six Medical Papers.

Canadian Dailies.

Standard Farm Papers.

Foremost Farm Papers.

Associated Farm Papers.

Association of American Advertising Agents.

Quality Magazine Group.

Periodical Publishers Association.

Business Paper Division of the Cleveland Advertising Club.

Montana Newspaper Association.

Southern Farm Papers.

Chicago Printers.

Association of American Directory Publishers.

Audit Bureau of Circulations.

Associated Farm Papers of Western Canada.

Ruggles & Brainerd, Inc. (color magazine advertising).

Chicago Trade Press Association.

## MISCELLANEOUS

Compressed Air Society, New York.

Chicago Florists' Club.

Wooden barrel campaign of sixteen coöperage concerns.

Manufacturing Perfumers' Association of the United States.

Cycle Parts and Accessories Assn.

Cycle Jobbers' Association of America.

Bicycle Manufacturers' Association.

Association of Manufacturers of

Chilled Car Wheels, Chicago.

"Florida First" Commission.

Sweet Feed Manufacturers' Association, Memphis, Tenn.

National Association of Distillers and Wholesale Dealers, Cincinnati.

Chicago Ford Agencies.

Soil Improvement Committee, National Fertilizer Association, Chicago.

Electric Vehicle Association of America, New York.

Associated Hotels of San Francisco.

Miami Valley Paper Manufacturers' Association.

Jewelry Manufacturers of Newark, New Jersey.

Society of American Florists and Ornamental Horticulturists, New York.

New York State Agricultural Society.

Automotive Wood Wheel Manufacturers' Association.

## Increasing the Efficiency and Reducing the Cost of Advertising

Some of those for whom we print house organs—or more properly, *sales periodicals*—adopted direct advertising solely because of its inexpensiveness.

*They were amazed to discover that for less money they obtained greater efficiency.*

A sales periodical, planned and printed to *sell goods*, will accomplish that purpose in greater volume and at less cost than any other form of advertising.

We have a score of customers for whom we print sales periodicals, and every copy of these busy little magazines is a going, successful salesman whose expense account is only a small fraction of orders obtained.

Let us go into details with you concerning a sales publication for *your* business. We are specialists in direct advertising that is economical and resultful.

*May we send you a sample copy of  
"S-N-P," our own sales periodical?*

SATURDAY NIGHT PRESS, Inc.  
DETROIT U·S·A  
*Printers*





# THE BIG FIVE

## THE IRON TRADE REVIEW

Thoroughly covers the field of iron and steel making, metal working, etc., from the mines through the furnaces, mills and finishing plants.

THE IRON TRADE REVIEW is read by executives of these plants and its circulation of 9500 is national and of the highest quality. Established 1883; published weekly, \$4 per year, type page, 7 x 10; average number of advertising pages, 135; yearly page rate, \$40.

## DAILY IRON TRADE and METAL MARKET REPORT

A daily newspaper for buyers and sellers of iron, steel and non-ferrous metals, iron ore, coal and coke. Eight pages, standard newspaper size, published every business day, except Saturdays; \$10 per year. The DAILY has a national circulation and is depended upon by the largest producers and buyers as the most complete and authentic source of daily market and trade information. Established 1909 circulation 3600, type page 15 3/4 inches x 20 1/2, seven columns to the page, advertising rates, 1500 or more inches, yearly contract, \$50 per inch.

## THE FOUNDRY

A technical journal covering every branch of foundry practice, including iron, steel, brass, aluminum, and copper plating. Its circulation of 9800 is worldwide among a high class of readers who are responsible for the buying of every kind of machinery, equipment and supplies, used by every modern foundry in the United States and Canada, and to a large extent, abroad. Established 1892; published monthly; \$1 a year; type page, 7 x 10; average number of advertising pages, 160; yearly page rate, \$60.

## POWER BOATING

A class publication covering the field nationally. Devotes special departments to Cruising Problems, The Commercial Power Boat; Talks with the Dealer; Club News; Questions and Answers relating to equipment and operation of power boats.

POWER BOATING was the first paper to take up the power workboat in a big way and is devoting more and more space to this new and rapidly growing field. Established 1905; published monthly, \$1 a year; circulation 20,000; type page, 7 x 10; yearly page rate, \$75.

## THE MARINE REVIEW

Serves the entire field, not only the Atlantic and Pacific Coasts but the Great Lakes, Gulf, and other inland waterways as well. Edited for and read by the executives among the shipbuilders, ship owners, and ship operators, it offers the most effective means of keeping prominently before the men who today are laying the foundation of the real American Merchant Marine. Established 1878; published monthly, \$2 per year; circulation 6100; type page, 7 x 10; average number of advertising pages, 58; yearly page rate, \$51.

## THE PENTON PUBLISHING CO.

Penton Building - - CLEVELAND

Also publishers

PENTON'S FOUNDRY LIST

A B C of IRON and STEEL

THE GREAT LAKES RED BOOK

NEW YORK—90 West St. CHICAGO—Peoples Gas Building PITTSBURGH—Oliver Building

WASHINGTON—Metzerott Building BIRMINGHAM, ENGLAND—Prince's Chambers





## The Spirit of War Service

Alone in the midst of war's desolation, the telephone lineman crawls to mend the broken wires.

On all sides the thunder of artillery; in the air bursting shrapnel.

He faces danger with that unconquerable spirit of war service which permits him to think only of maintaining the telephone connections.

The safety of the troops depends on these lines of communication, often used for the sentries' warnings, the carrying of official commands

and the summoning of reinforcements.

In a dark hole hidden among sparse brushwood are the telephone operators, some of whom have been for months in their damp cave ceaselessly swept by shells.

And they are admirable, all these heroes of the Signal Corps, whether serving in darkness or in the all too bright light of day.

The spirit of war service, over here as well as over there, furnishes the nerves, the endurance, the morale—the stuff that wins war.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES

*One Policy*

*One System*

*Universal Service*

# The Word You Want Exists, Find It

Your Copy Will Produce Better If It Is Specific

By H. A. Stebbins

IT is foolish to assume that the reader-public is not influenced by the choice of specific words. *We know that it is.* It is foolish to assume that murky, unleashed and uninspired words can woo the emotions of the reader as well as powerfully vivid and vibrant words that strike at head and heart. *We know they can't.* It is foolish, likewise, to assume that carefully-sensed and well-aimed words will "shoot over" the head of the average reader. *We know they won't.* And it is almost a platitude to say that the average man thinks his intelligence *higher* than the average.

Say to me, "maritime catastrophe"—and you say really nothing. You make me think of nothing in particular—because you tap a general topic. But—say "*Titanic disaster*" and I immediately conjure up a vivid picture of the fated ship—the nerve-strained operator, glued to his chair, blurting out his S. O. S. calls—the piercing wail of "women and children first"—the panicky rush to the lifeboats—the anguish of the survivors parted forever from their dear ones—and all the other gruesome details of that notable disaster. Why? Because you have caused me to think of a *specific* image—and that, in its elemental sense, is what all thinking resolves itself into. We think—and we live—in specific, so to speak.

Suppose at a meeting of your co-workers you arise and, after the usual entree a la foghorn, you drawl: "The chairman has asked me to make a few general remarks." What happens? Nothing—not even a shifting of chairs or anything that would show a scintilla of interest upon the part of your listeners. But—suppose you say: "*I want to tell you just how I landed that big order at Hard-*

*nut's*"—and everyone in the room perks up. You get a vise-like grip on the attention of your audience. Why? Because they are vitally interested in any *specific* illustration that may help them. The average mind is so constituted that it merely glides over a generality—but stops short and lingers over a specific statement.

No matter what the business or product to be advertised, this fundamental idea about the importance of the specific holds good. It can be no better illustrated, perhaps, than in the instance of a department store which adapted it to so prosaic a thing as a wash-fabric. The buyer for this particular store had loaded it up with hundreds of pieces of this fabric, and it was of such a conglomerated pattern that all the merchandisers in the store agreed that they were "stuck" with it. As there was quite a bit of money tied up in this lot of wash-fabrics, the merchandise manager called a quorum of buyers and asked that the advertising manager attend also. It so happened that the day this session was held was so hot and wilty that all of their collars had double chins.

## THE NAME SOLD IT

While the merchandise manager and the wash-goods buyer were devising ways and means to sell the incorrigible wash-goods, the advertising manager was wishing with all his heart that he was in a cooler place. The first thing he knew he was conjuring up an old-fashioned Dakota blizzard when—pop!—came the idea: the voile which they were all worrying about looked for all the world like a blizzard—with the wind blowing its dots and splotches all over and then swirling them back again. And blizzard sounded cool.

Well—to make a long story short—the clinicians christened the poor child “Blizzard Voile” and came out with a big ad the following Monday—another nice, hot and wilty day, thanks to the weather man. Needless to say, the stuff created a sensation and, what is funnier still, before the end of the week the store had to reorder by wire. Another thing—although this voile had been on sale for some few weeks for 35 cents, the price went up to 55 cents after the christening and the voile was scooped up twice as readily.

Another department store advertising manager tells a similar story—only this time the specific idea was used to emphasize a gustatory appeal. The store in question always had had difficulty in bringing business up to the café, which, at that time, occupied an entire floor of the store. The advertising department of the store had written volumes about the immaculate kitchen—the superb, sublime service—the wonderful views to be had from the windows—the fifteen-piece band that played every noon; and still the crowds did not come. One day the chef told the ad man that he was going to have a turkey dinner on the day following. It just happened that said ad man had been too busy to eat any lunch and he was very hungry. So he went into his cubby-hole and wrote an ad about the “crisp, brown turkey, done just to a turn.” He didn’t rave about roast turkey generally. He merely wrote a savory little story about what the chef of *this* particular store had done to *this* particular lot of turkeys. He used about three inches for the ad and—*mirabile dictu!*—the next day they had to rope off the entrance to the restaurant and let the hungry invaders in a few at a time.

Now, mind you, this store had had turkey dinners on an average of once a week and had advertised the event simply as “Roast Turkey with Dressing”; but there had been no more vigorous response than on the days when the store had advertised “Chicken Patties,” or “Roast Beef.” Perhaps,

the fact that the copy writer was so beastly hungry inspired him to hunt out just the word to tickle the jaded appetites; but, anyway, the three-inch ad accomplished what the store had not been able to do with ten-inch ads.

#### AWAY OFF THE SUBJECT, BUT IT WORKS

Now—if we follow this theme down the alimentary canal, so to speak, we will be able to appreciate the incident related by the man who wrote the advertising for a large sanitarium, one of the greatest health-institutes of its kind in the world. One of the salient features of this institution is its dietetic regimen. In playing this up, the advertising man had been in the habit of heading his ads, “This Diet Question,” “Finding a Suitable Diet,” “Want to Reduce?” etc. After a while it dawned on him that the word diet itself is a negative word—its hints of deprivation, of sacrifice. It brings up horrors to your confirmed *pale de fois* fiend.

At any rate, the results attendant upon this advertising had been rather negligible. So—the next time he applied the specific idea and headed his advertisement “How Did You Stoke Your Furnace To-day?” This advertisement—which, by the way, was scheduled for a winter month—brought in more than twice the number of inquiries, and for very good reason.

And then, there is the instance of the publisher who had just put out a new cookbook compiled by a dietitian of country-wide reputation. Perhaps the most noteworthy feature of the book was that its recipes eschewed meat—the formulas being dedicated wholly to the use of fruits, grains and vegetables. This is important since it enables you to appreciate what follows.

The first edition of the cookbook got under way with some conventional mail-order copy offering the new publication as “The New Cookery,” “The Best Cookbook Yet,” etc. That is—the cookbook was being sold as a *book* instead

*Queen Anne*

THIS new and distinctive pattern is meeting with favor among those who believe that the silverware should be an harmonious element in the decorative scheme. Details on request.

INTERNATIONAL SILVER CO., MERIDEN, CONN.

**1847 ROGERS BROS.**  
SILVERWARE

THE above advertisement is one of a series appealing to interior decorators. Through them the silverware user ultimately receives an unbiased recommendation of this well-known brand of silverware.

*You may not need decorative harmony in your home. But you do need this silverware of quality.*

INTERNATIONAL SILVER COMPANY, MERIDEN, CONN.

## Please give this ad the attention you would a full page.

Our story doesn't need a full page to-day, and we couldn't talk to you any clearer if we took the big space, so here is the brief message:



**Graffco**  
TRADE MARK REG. U.S. PAT. OFF.

### Vise Signals

are offsetting war's bad effect in busy office records; they allay suspicion that some detail is "going wrong." Bright little markers in 12 colors; reminding automatically of any detail. Attach to book, file or card index and tell at a glance as to credits, deliveries, follow-ups, etc.; prevent mistakes and save confusion.

### WISE CLIPS

stay put;—the patent steel grip does it; wide-awake folk depend on them. Vise Clips won't work off or work loose or work around at all; they just WORK. A try-out will please you; send for samples.



No. 2



**WISE**  
Index  
**TABS**

Their looks indicate volumes. They go on books and stand for neatness—efficiency—quick work; they quickly indicate where you want to turn to. Hygienically the correct thing—celluloid faced; easily cleaned; can't work loose, slip out of place or catch on other sheets. In right styles.

**GEORGE B. GRAFF COMPANY**  
294 Washington St. Boston, Mass.  
Mfrs. of Time-saving Office Devices

of the dietetic, economic and health *service* it offered every American household.

One day it occurred to the publisher in question that by ferretting out one *specific* recipe and playing on that, his advertisement might get more attention and more productive returns. Accordingly, he headed one ad, "Feed Your Baby Plum Pudding." This caption had enough intrinsic sensation to attract attention; and the fact that the recipe in question excluded mince meat and such other questionable (if not harmful) food substances, made it quite easy to substantiate the claim made in the headline. And—what is more—produced an infinitely greater number of inquiries and orders than any other piece of copy on this cookbook.

All of these examples indicate the advisability and importance of the specific in advertising copy. Bland generalities are all right in their way, but every advertisement, under ordinary conditions, must have a definite, specific appeal to make it effective. Hence—

Don't dilly-dally—don't generalize—be *specific*! Words are given you to use—but you must weigh their relative values. You must exercise your sense of discrimination. You must learn to sense your word as intuitively as a Kentucky colonel singles out his thoroughbred. You must find the word that hurtles itself over the wall of indifference; the word that reveals the subtle understanding of its sponsor; the word that shoots down like a plummet and rights your proposition in the mind of the reader. You must find the word that lodges in the inner recesses of the mind—and stays there.

The word is to be had for the asking. It's there, waiting. But you must find it. And when you a-hunting go use the Torch of the Specific to guide you.

The New York Sphinx Club will hold its last dinner of the season on April 16. The speakers will be the Hon. James E. Cattell and the Hon. Job E. Hedges. The dinner will be held, as usual, at the Waldorf-Astoria.

# Greatest Circulation Growth in the History of **THE JERSEY JOURNAL**

The figures below show how the NET PAID circulation of The Jersey Journal has grown during the last three years. These figures have been printed in the last six circulation statements required by an act of Congress of August 24, 1912, and are on record in the office of the Third Assistant Postmaster-General, Division of Classification, Washington, D. C.

April 1, 1915, to September 30, 1915,  
Average daily net paid . . . . . 21,450

October 1, 1915, to March 31, 1916,  
Average daily net paid . . . . . 22,423

April 1, 1916, to September 30, 1916,  
Average daily net paid . . . . . 23,238

Oct. 1, 1916, to March 31, 1917,  
Average daily net paid . . . . . 24,448

April 1 to Sept. 30, 1917,  
Average daily net paid . . . . . 26,453

**Oct. 1, '17—Mar. 31, '18,**  
**Average daily net paid . . 30,992**

"AVERAGE DAILY NET PAID" given above includes only newspapers PAID FOR by the reading public, the ADVERTISER being interested ONLY in the number of Jersey Journals sold to actual readers. All unsold and free copies have been deducted.

**AVERAGE DAILY NET PAID 33,048**  
For the Month of March . . . . .

**AVERAGE DAILY NET PAID 34,262**  
For Week Ending March 30th

In Jersey City and Bayonne the Circulation of The  
Jersey Journal Exceeds that of All Other  
Hudson County Newspapers Combined

**STORY, BROOKS & FINLEY, Inc.**  
*Foreign Advertising Representatives*

New York  
200 Fifth Ave.

Philadelphia  
Colonial Trust Bldg.

Chicago  
Peoples Gas Bldg.

## How a big man played an uphill game and WON!



E. M. Paget, Sales Manager,  
Iliff-Bruff Chemical Co.  
Chicago

When E. M. Paget took charge of the Sales Department of the Iliff-Bruff Chemical Company, Chicago, the problem was to market the product of a new concern in an already crowded field and at a time of great business depression.

It was freely predicted that he would fail within six months. But this man's back was to the wall. It was strictly up to him. He had to make good. How?

### ***He was determined to win***

But Mr. Paget realized that he had to have a broader business training to carry his determination thru.

So he enrolled for the Modern Business Course and Service of the Alexander Hamilton Institute.

With the unfolding of this vast fund of business knowledge, he applied the

first principles he thus acquired to his own business needs.

### ***His knowledge was sound***

And Mr. Paget now says: "I look back at the lean months we had experienced, and when I contrast the wonderful business we are now doing, I know it is not enough to simply have a superior product, a well-managed factory and a loyal organization fired with push and energy.

"One *must* understand the great business fundamentals. He must know how and why certain methods have led to success, while others, many of which we are prone to almost unconsciously adopt, spell only failure."

He says further: "If the total cost of the Sales Department in any other line were figured against the total cost of my depart-



ment, it would probably be found that we are operating at a smaller percentage of expense than the average sales department.

"This is due to methods, a great many of which were gathered from your Course "

***What results training brings***

Here was one Sales Manager—one of thousands—who won out by absorbing basic facts—by getting down to the bare fundamentals of business and fitting them to the work he had to do.

And the answer? When Mr. Paget took charge of the Sales Department his salary was \$3,600 per year. His earnings have now reached a point attained by few Sales Managers.

***This man only one of many***

This same material which has helped hundreds of other men to success will be yours to use as a guide to certain business growth.

The Alexander Hamilton Institute gives you the best thought and experience of thousands of successful business men—

brings it to you in the most practical, most interesting, easily readable form for absorption in your leisure time.

In the final analysis you and every other man in business are selling one thing—service.

Every source that can be drawn on for the improvement of self—for the betterment of that product—is worthy of the little time, the little effort, that you are obliged to give.

To learn how you, personally, can use this knowledge in your business, send for our booklet.

***"Forging Ahead In Business"***

Learn how you can develop yourself as Mr. Paget did to become a bigger, better working executive. Send for the interesting 112-page book, "Forging Ahead In Business," which we will send you free. Simply fill out and send the coupon below.

**Alexander Hamilton Institute**

16 Astor Place New York City



Send me

"FORGING AHEAD IN BUSINESS"—Free

Name ..... Print here

Business Address .....

Business Position .....



## *Appropriate to the work in hand*



**T**HE hand of the blacksmith and the hand of the artist are the perfect instruments for their respective tasks—and each hand plainly reveals the world in which it works.

So with the paper you are using in your printed matter. It must fit its purpose and befit your business.

Strathmore papers are offered in a variety of textures and tints that make it easy to find one appropriate to your business and definitely expressive of the elegance and exclusiveness or strength and durability of your product.

Such a paper literally says your say and increases the effectiveness of every word you print upon it. Your printer or advertising agent will help you find it.

In the meantime, write for "The Language of Paper"—a talk on the expressiveness of texture and color in advertising, by Frank Alvah Parsons, President of the New York School of Fine and Applied Arts. Strathmore Paper Co., Mittenague, Mass., U. S. A.

# *Strathmore Quality Papers*



# The Menace of German Business After the War

IV—German Trade Tactics Vary in Different Countries

By J. T. M.

COPENHAGEN has a free port, which is a source of revenue for Denmark, but a far greater boon for Germany. The parked-off area contains a number of "lagers," or warehouses. Ships' cargoes and shipments in bulk from America and other distant countries, destined in whole or part for lands other than Denmark, are unloaded at the free port, deposited in the lagers and there divided up for distribution and reshipment to Sweden, Norway, Russia, Germany, the Balkans and other destinations.

The lagers where the merchandise is housed while awaiting reshipment are for the most part controlled by Germans—by German firms or firms employing German agents, or Scandinavian concerns with German affiliations. When the machines and manufactured articles from America leave the free-port lagers and are put aboard German steamers and those of other nationality for conveyance toward the country of consignment, they frequently have suffered considerable transformation. Instances have been verified where German inscriptions have replaced those originally appearing on the products, and the credit that belonged to America and other countries of origin was greatly diminished, if not entirely lost.

Denmark probably cannot be held to account for what goes on in the free-port lagers, and it can hardly be considered a matter for Government representations. American business men must take their own measures for the protection of their rights. An obvious step for them to take is the appointment of agents to watch the German operations at the free port, to trace merchandise from the home waters to final destina-

tion and see whether it is as truly American at the end of the voyage as it was at the start, or whether it has not been camouflaged at the Danish way-station.

Each foreign country has its individual German problem directly interesting American trade. The great development of the dye industry in the United States has brought with it expressions of misgiving regarding its future when it is faced once more with German competition. A glance at some of the German methods with regard to dye competition may prove instructive.

In France the domestic dye industry was of considerable importance. The leading dye plants were in the neighborhood of Saint Denis, the controlling companies having their headquarters in Paris. A day came when agents of the German dye combine approached the French manufacturers with a proposition. "We are developing our foreign trade," they said in substance, "and we are in a position to come into the French market in a big way. But we Germans are frank and loyal; we desire to be fair, to be even generous. If you will make an agreement with us, we shall be glad to leave you two-thirds of the French market and to take only one-third of it for ourselves. Of course if you do not make the agreement, we cannot promise to keep our hands off the other two-thirds also." The agreement was made. The amiable old French Senator who was one of the leaders of the industry in France was in revolt, but he was voted down.

## ANOTHER SCRAP OF PAPER

So the Germans went into the French market in frank and simple manner and loyally they notified the Frenchmen, in accordance

with the agreement, of the names of the French dye consumers to whom they were selling and the quantities sold—that is, loyally for the first two or three months. Then they ceased to be heard from, and the Frenchmen began to learn that German dyes were being sold in France in quantities that obviously were passing the one-third limit set by the agreement. Remonstrances were unheeded, but when, at the end of the year, the German dye combine held its meeting accounts were compared, and it was shown that considerably more than one-third of the French demand had been supplied by the Germans, the latter again were frank and loyal. "It is true," they said, "that we exceeded our allotted share; but what does it matter? We shall allow to you French dye manufacturers the profits on the part that exceeded one-third. You are thus actually better off than if you did the business yourselves. You are getting the benefit of two-thirds of the trade without having to do two-thirds of the business." And the Germans continued to encroach in a constantly greater way on the French share of the trade in France.

The three years' agreement had not run out when the war began, and one can only surmise whether, if there had been no war, the Germans would have renewed the agreement or would have presented a new and less favorable proposition to the Frenchmen. It should not be forgotten that materials for the dye industry are materials also for the manufacture of explosives, and that the less dye business the French manufacturers were induced to do, the less prepared would France be to convert dye factories into explosive plants. It would be superfluous to point out to the dye manufacturers of this country and to its business men generally the lesson of this incident, regarding which all parties concerned maintained a discreet silence, or the importance of their taking action to unearth and circumvent the German dye combine.

Italy as a foreign market is in danger of continuing to be an economic dependency of Germany, if her prayers for co-operation from America and from the Allies are not harkened to. Italy, now heavily in debt to the United States, is destined to be still further the debtor of this country, but the financial balance in favor of America should not be considered the occasion for making rigorous exactions, but rather as a desirable opportunity for generous aid-giving. Business men of the United States will be rendering a patriotic duty to their own country if they will help to free Italy from the German commercial incubus.

The heavy German investment in Italy has not been confiscated in any appreciable part. Transfers of property and of businesses executed in the nine months between the beginning of the European war and Italy's entry into it, as well as the vindication of Italian citizenship by leading "German" bankers, has left German commercial property in Italy practically intact. For this reason Italian merchants and manufacturers continue to be alarmed over the future of the nation's commerce, rendered still more vulnerable on account of Italy's great sacrifices in the prosecution of the war, particularly as the spokesmen of the Allies have agreed in giving assurances to the German people that there will be no economic diminution of Germany as a condition of peace.

What makes the Italian merchant particularly despondent is the fact that the populace of Italy views the German with relative indifference. They hate Austria, their national enemy, but they can be stirred to no special dislike against Germany. To the Italian common people the German is *rozzo*, clumsy and coarse, whatever his mental qualifications may be. The opposite of *rozzo* is *fino*, intellectually sharp and cunning. The Italian can hate, or fear, or respect a person who is *fino*, but can feel little more than contempt for one he re-

# How the Five Des Moines DEPARTMENT STORES Advertised in March, 1918

## Measurement in Inches

	Des Moines Register Morning & Sunday	Evening Tribune	Register & Tribune combined	Daily Capital
Harris-Emery Co.	1,978	2,484	4,463	735
Yunker Bros. ....	1,947	2,452	4,399	2,114
Mandelbaums ....	798	866	1,664	1,648
Oransky's .....	None	1,035	1,035	None
Wilkins' .....	494	None	494	978
Total for 5				
Dept. Stores .....	5,218 in.	6,837 in.	12,055 in.	5,475 in.

The paid circulation of The Daily Register and Tribune (morning and evening) is larger than that of *any two* other Des Moines or Iowa Newspapers.

## Des Moines Register and Tribune

Member Audit Bureau of Circulations

New York—I. A. Klein  
Metropolitan Tower

Chicago—John Glass  
Peoples Gas Bldg.

## 200,000 Young Men and Women—



the daughter does her hair up; the son wears long pants, starts to shave and admits he knows more than his Dad. Just growing out of the boy-and-girl classification—16 to 18 years old—we still think of them as our children, but the real fact is their life as individuals with responsibilities is just beginning.

Their increasing wants and needs make growing demands on the family purse, not only for themselves—their own clothes and complexions—but at home in the way of furniture, decorations, edibles, entertainment and all the things which appeal to their pride and position in the social life they are just entering. And their earning capacity, like their ambition, is constantly increasing.

These are some of the reasons why our 200,000 young folks in their homes are so important right now to the advertiser and so responsive to advertising. They are as active and aggressive in their preferences and buying influence as they are in everything else. Many advertisers are proving it.

## YOUNG PEOPLE'S WEEKLY

David C. Cook Publishing Co., Elgin, Ill.

WESLEY E. FARMILÖE, Advertising Manager

Roy Barnhill, Inc., 23 East 26th Street, New York  
Archer A. King, Inc., Peoples Gas Building, Chicago  
Sam Dennis, Globe-Democrat Building, St. Louis

"Cook's WEEKLY TRIO": A MILLION BOYS AND GIRLS

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

gards as *rosso*. The Italian masses loathe and abhor the Austrians, and even in times of peace no feast day celebration in an Italian city was complete without a demonstration of hostility before the Austrian consulate, but all efforts have availed little to create a national sentiment of genuine hostility against the German, whom they insist on thinking of as merely *rosso*. Italy's merchants are therefore under the apprehension that the conclusion of peace may see the German readily resume his former place in the popular estimation and take up his commercial activities in Italy at the point where he left them off, only with greatly intensified vigor.

America's entry into the war turned the scale, as the foreign minister, Baron Sonnino, told the Italian Chamber, and it has served to turn Italian business men from despondency to new feelings of hope and confidence. Toward America their eyes turn for aid of every conceivable kind. Will American business men, they ask, show them a way to liberate Italian commerce from the stranglehold of the organized German trade system?

#### STANDARD OIL'S EXPERIENCE

It was only a short time before the European war that the Standard Oil Company had completed long-drawn-out negotiations with the Government of Turkey and had obtained dock and wharfage franchises at Constantinople and made elaborate plans in the interests of its Rumanian oil properties and of newly acquired territory, believed to be oil-bearing, in Bulgaria. The transactions were kept as confidential as possible, but presently all the German powers on the ground began war on the American corporation. The local representative of the Deutsche Bank, the chief fiscal agent of the Rumanian oil properties financed in Germany, and the late Baron Hans von Wangenheim, the worthy predecessor of Count von Bernstorff as German Ambassador at Constantinople,

brought their bludgeons to bear and the Standard Oil Company was ousted bag and baggage. The American corporation saw no recourse but to accept the situation philosophically and keep quiet.

Russia, the land of tremendous natural resources, hitherto barely scratched, was regarded by the enterprising merchants in every country as a land of promise commercially. But Russia, even before the war, was gradually being enveloped by the grip of the German trader-diplomat. Practically every manufacturing industry in Russia of a modern kind was directed by Germans, if not actually controlled by them, to the point that, wherever German competition made it possible, no other foreign machinery manufacturer or exporter of raw materials had any show against the German. Other countries were loaning the money to Russia which the Germans were using in the industries, not primarily for the benefit of Russia, but for their own benefit and that of the Fatherland. American producers of manufacturing machinery in those days were mystified over the difficulties they encountered in getting into the Russian market, and when they began to surmise that the German factory heads were the chief obstacle, a ruse was adopted to throw them off the scent. All at once the German superintendents and managers became "Poles," friends of America, willing to further American trade. The ridiculous deception allowed the Germans to hoodwink many foreign exporters.

The enumeration would be long, even tedious, of the trade tactics of Germany in the various European countries to a participation in whose commerce the United States will after the war have acquired—by actual purchase—an increased right. The aim in writing this series of articles for *PRINTERS' INK* has been to indicate some of the less-known practices in order to arouse American business men to the urgency of taking combined action for the safeguarding of American trade.

U. S. P. O. REPORT  
(For the period ending April 1, 1918)

## *The New Orleans Item*

Daily .....	62,141
Sunday .....	80,288
Average .....	64,733

Net paid circulation Sunday, March 31, 1918,  
89,817 (exclusive of 19,099 extras).

Net paid circulation Monday, April 1, 1918,  
71,518.

*Foreign representatives*

THE JOHN BUDD COMPANY  
CHICAGO

NEW YORK

St. Louis

### Double the Selling Power of Your Letters By Tying Them to What They Sell



**Y**ou wouldn't let a salesman enter a customer's office half a day ahead of his sample-case.

**Y**our letters are salesmen. Instead of mailing their samples "under separate cover", send letter and samples as one proposition.

## *Two-in-one*

ENVELOPE BAG

A cloth bag made in all sizes with an envelope firmly attached.  
Postage rate same as on the separate pieces.

Write today for Samples and our Booklet.

"You will Find Enclosed" Vs. "Under Separate Cover".

### **BEMIS BRO BAG CO**

643 So 4th St.,

Established 1858

St. Louis, Mo.



## Julius Mathews' Celebrated Little Black Book!

**Your Copy Is Nearly Ready  
Better Send for It!**

The printer promises that in a few days now *Julius Mathews' Celebrated Little Black Book* will be ready for distribution!

It's a vestpocket "Handy Andy" and repository for memoranda and like Hubbard's Essay on Silence, its strength and usefulness arise from what it leaves out!

Imagine, if you can, a memo book minus info on the weight of planets, the gear ratio between the earth and the moon, and all the other miscellaneous useless information!

**This book is for you to be the author of!**

Of course there's a few scraps of introductory printed matter—where we say what we think about things. Some intelligent advertising people will differ from us with varying degrees of violence.

Upholstered in black grain leather with gold flashings. Fits the vest pocket, where there is one.

Famous advertising people tote their copy around from one year's end to the other. As a British advertising manager says, "It's fearfully vogue." Supposed to be an annual event. This issue is late for 1918 but it's up with the lark for 1919. Calendars for both years.

It's intended to be sent with our compliments to most of the

famous and worthy advertising people. (To say "advertising men" doesn't fill the canvass any more. For there are other real advertising brains to be considered like Ida Clarke, Edith Righter, Miss Cole and Mrs. Krag.)

If you possess that becoming modesty whereby you think your worth has not made you famous, or find yourself more famous than you think you're worth, the thing to do is to drop us a line and say you want a copy or telephone us.

Of course you'll risk getting into fearful company—for instance Bert Moses gets some of his best ideas from this book and it matches his necktie.

**The Mathews System is used by Leading Advertising  
Agents who Make Newspaper Advertising Pay**

**The Julius Mathews Special Agency**

HOME OFFICE:

New York Branch Office  
171 Madison Avenue  
Phone 6357 Murray Hill

1 Beacon Street, Boston  
Phone, 3096 and 3097 Haymarket

Chicago Branch Office  
1411 Hartford Building  
Phone 6065 Randolph

## "Salesman's Eye View"

OF

## The Mathews Territory

† Selling Centre	Centre Population	Total with Suburbs	*Selling Time Days	Miles to Next Centre	Aver. Time to Next Centre Hours and Minutes
Bridgeport, Conn.....	160,000	200,000	8	17	:33 to
New Haven, Conn.....	149,680	192,500	7	33	1:20
Waterbury, Conn.....	86,975	115,000	5	Trolley 20	1:30
Meriden, Conn.....	37,265	60,000	2	18	:40
Hartford, Conn.....	145,000	164,500	7	25	:55
Springfield, Mass.....	110,000	360,000	6	8	:20
Holyoke, Mass.....	65,290	75,000	3	9	:20
Northampton, Mass....	21,644	39,000	1	56	1:57
North Adams, Mass....	25,020	50,000	2	Trolley 23	1:45
Bennington, Vt.....	8,801	24,000	1	60	1:50
Rutland, Vt.....	15,000	70,000	1	67	1:50
Burlington, Vt.....	21,620	41,000	2	33	1:18
St. Albans, Vt.....	6,381	12,000	1	59	2:40
Montpelier, Vt.....	7,961	20,000	1	6	:25
Barre, Vt.....	14,928	67,500	1	159	6:07
Manchester, N. H.....	80,000	250,000	4	42	1:36
Dover, N. H.....	13,275	36,000	1	48	1:36
Portland, Me.....	63,870	80,000	3	36	1:32
Lewiston, Me.....	27,810	56,500	2	103	3:30
Bangor, Me.....	26,660	52,000	2	55	1:37
Waterville, Me.....	12,700	28,000	1	20	:45
Augusta, Me.....	14,170	76,000	1	42	1:38
Bath, Me.....	9,596	16,500	1	53	2:00
Biddeford, Me.....	17,670	50,600	1	67	1:55
Haverhill, Mass.....	49,450	84,000	2	7	:20
Lawrence, Mass.....	100,560	129,500	6	13	:40
Lowell, Mass.....	113,245	131,000	6	24	1:04
Salem, Mass.....	48,560	154,000	3	5	:12
Lynn, Mass.....	120,425	120,500	7	44	1:56
Attleboro, Mass.....	19,300	36,000	1	31	1:10
Fall River, Mass.....	128,370	130,000	7	62	2:15
Worcester, Mass.....	190,000	250,000	9	16	:47
Clinton, Mass.....	13,210	28,000	1	9	:20
Leominster, Mass.....	17,580	20,000	1	5	:10
Fitchburg, Mass.....	41,780	62,600	2		

† Arranged in proper order for quick work out of New York. Laid out by a traveler of ours who has covered the territory many times.

\*Based on covering 20 dealers a day and estimating 20 dealers to be covered for each 20,000 of "Centre" (City) Population.

## Financial Institutions

are familiar with the fact that the Boston News Bureau holds a unique position in financial journalism.

The Boston News Bureau maintains a news gathering organization covering two continents, and a statistical organization capable of correct and instant interpretation of any financial happening.

Its advertising columns are open only to high-class advertising.

### The Advertising Agency Department of the **BOSTON NEWS BUREAU**

is backed by this organization and equipped with every requisite for the proper handling of advertising.

It offers to financial advertisers a service which no other organization attempts to equal.

The value of this service to financial advertisers is demonstrated by the fact that the **Advertising Agency Department** of the **Boston News Bureau**

**Places More Than 90% of the Financial Advertising in New England**

**30 KILBY STREET**  
**Boston, Mass.**

# "Increase Our Advertising" Is Regal's War Time Policy

While War Conditions Lessened Number of Styles and Thus Lengthened Life of All Shoes, Advertiser Nevertheless Sees Great Opportunity Ahead

By Harold Whitehead

IN the course of a talk with Elmer J. Bliss he said to me: "Manufacturers must meet the problems which the great war has presented. One of these problems is to forestall any decrease in volume. In this connection, it may be said that a sustained advertising campaign is an essential, and I may add that Regal's advertising appropriation for 1918 is substantially larger than that of 1917."

American manufacturers may ride out the war if they are on the alert to adapt themselves to the demands of the times. If I can judge from my observations, many a manufacturer will eventually be glad he was jarred out of the easy rut he was in.

In peace times the shoe industry, like every other industry, was multiplying sales in every way ingenuity could devise. We encouraged the public to want different styles and want them often. Shoe novelties sprang up, served their transient purpose and vanished in a night. Varied colors, shapes and heights served each to recreate the whole market. The public was co-partner with the manufacturers in this process—until the war came.

Conservation was then imposed upon all of us, and in the loyal spirit of all American manufacturers we overhauled our entire manufacturing and selling structure to conform to the letter and the spirit of the requirements.

Manifestly, any forecast of the volume of shoe manufactures for 1918 will be guess-work. The latest available figures, which are for the year 1914, show the total footwear output of the factories of this nation, exclusive of rubber goods, amounts to 292,668,468 pairs. Deducting slippers, infants'

shoes and export shipments from these figures, as compiled by the Bureau of Census, Department of Commerce, it is shown that the per capita consumption of men's shoes for the year 1914 was 2.9 pairs; women's shoes, 2.6 pairs; misses', children's, youths' and boys' between the ages of five and fourteen years, 3.8 pairs.

## THE YEAR'S OUTLOOK

*Men's Shoes.*—There are 13,500,000 men in the Continental United States between the ages of eighteen and thirty years. If, therefore, an army of 4,000,000 men is to be raised, it will mean that eight out of every twenty-seven, or approximately one out of three of the men between eighteen and thirty years, are to be entirely removed from the consumption of men's civilian shoes. These same men, between the ages of eighteen and thirty, buy more shoes than any other group, because with this class the element of style is much more important than with the others. Consequently, it is a fair estimate that the consumption of men's civilian shoes in 1918 will be 2.6 pairs as against 2.9 pairs in 1914.

*Women's Shoes.*—Since 1914 the women's shoe business has been revolutionized. At that time (1914) women's shoes were made of either black leathers or white canvas. It was before the day of short skirts, necessitating nine-inch tops and novelty shoes in colored and white kids. 1914 reports show that about 90 per cent. of women's sales were on staple black shoes. Unfortunately, no figures are available on 1917's average sales per capita of women's shoes, but they would probably show a marked increase over the figure (2.6 pairs) in 1914.



The place for your trial campaigns.  
The point of least resistance.

# NEW ENGLAND!

## The Nation's Work Shop

Here are high priced skilled workmen.

Here are well paid salaried men.

Here are prosperous manufacturers.

Here are the people with the greatest savings bank account per capita of any place in the country.

### \*THE HOME DAILY NEWSPAPERS

will win this great market for you!

#### IT IS THE IDEAL TERRITORY

1.—Cities close together—No long jumps for salesmen. It is only 12 hours from Bangor, Maine, to Bridgeport, Connecticut—from farthest North to farthest South!

2.—Good jobbing houses—Distribution easy and accounts absolutely safe. The jobber and dealer appreciate advertised goods.

3.—Results can be accurately traced—The value of the advertising Copy and Selling Plan can be determined absolutely. A trial proves your theory to be right or wrong.

\*15 Star home dailies.

**NEW HAVEN, CT., REGISTER**  
Daily Circulation 19,414  
Population 150,000, with suburbs 175,000

**NEW LONDON, CT., DAY (Evening)**  
Daily Circulation over 10,200—2c copy  
Population 25,000, with suburbs 60,000

**MERIDEN, CT., JOURNAL**  
Daily Circulation 5,120  
Population 37,265, with suburbs 50,000

**WATERBURY, CT., REPUBLICAN**  
Daily Circulation 11,321 net paid  
Population 73,144, with suburbs 100,000

**PORTLAND, ME., EXPRESS**  
Daily Circulation 22,737  
Population 58,571, with suburbs 75,000

**BURLINGTON, VT., FREE PRESS**  
Daily Circulation 10,714 net A. B. C.  
Population 22,000, with suburbs 40,000

**MANCHESTER, N. H. UNION and LEADER**  
Daily Circulation 25,000  
Population 75,063, with suburbs 150,000

**FITCHBURG, MASS., SENTINEL**  
Daily Circulation 5,192  
Population 39,656, with suburbs 150,000

**LYNN, MASS., ITEM**  
Daily Circulation 13,227  
Population 89,336, with suburbs 100,000

**LOWELL, MASS., COURIER-CITIZEN**  
Daily Circulation 17,400 net  
Population 114,366, with suburbs 150,000

**SALEM, MASS., NEWS**  
Daily Circulation 18,732 net paid  
Population 43,697, with suburbs 150,000

**SPRINGFIELD, MASS., UNION**  
Daily Circulation 36,400  
Population 100,000, with suburbs 250,000

**TAUNTON, MASS. DAILY GAZETTE**  
Daily Circulation 5,721 net paid A. B. C.  
Population 38,000, with suburbs 53,000.

**PAWTUCKET, R. I., TIMES**  
Net Paid Circulation 24,012  
Serves territory of 130,000

**BRIDGEPORT, CT. POST and TELEGRAM**  
Daily Circulation 35,064 net A. B. C.  
Population 150,000, with suburbs 220,000

**EACH OF THE NEWSPAPERS here named is a power in its home community.**

## New England!

**Everybody knows it's so!**

The *best* advertising buy  
in all New England is

**The Hartford Times**

Hartford, Conn.

With its matchless *three-*  
*cent* circulation of over

# 35,000

If you are going after New England business go  
after the *best New England business*.

Establish your name and product in the *most prosperous section of New England*—the section that radiates 25 miles north, south, east and west from City Hall, Hartford.

That's the field to covet. It's compact, accessible—and *immensely profitable*.

It is covered by The Hartford Times, which means *it is covered more thoroughly than any other like field in the country is covered*.

It is a *one paper field*!

Facts and figures—lists of dealers—and all other information will be furnished upon application.

*The Times will give you service and results.*

*The Hartford Times is the only Hartford member of the Audit Bureau of Circulations.*

**KELLY-SMITH COMPANY**

REPRESENTATIVES

New York, 220 Fifth Avenue

Chicago, Lytton Building



the manufacturer, provided they stick to staples.

Connected with this subject of "sticking to staples" comes another problem—the reduction in number of styles. It has been shown that during 1917 approximately 75 per cent of men's shoe sales were made over six lasts. This being true, there seems little reason for any shoe store having more than ten lasts in stock. These lasts should average about two styles per last—making a total of twenty styles in all. It is also believed that a concentration on twenty styles of women's shoes can be made in any shoe store.

If the shoe retailers of the country will confine their purchases to twenty styles of men's and twenty styles of women's shoes, manufacturers can produce shoes at lower costs, through having volume production on a few styles.

#### FEWER STYLES, BUT BETTER ASSORTMENT OF SIZES

In connection with this reduction in number of styles, there is a very decided advantage to be had for the retailer as well as for the consuming public. A complete line of men's shoes necessitates the purchase of at least forty sizes. If a retailer would have on his shelves a complete run of sizes for a period of a month's selling, on any style, he must buy at least 120 pairs. It is a practice with some buyers to buy a pair of a size on many styles. If sizes should be taken on such a line after three or four days' selling, it would be self-evident that a hopeless condition existed. Therefore, it is obvious that the big advantage to the retailer in concentration will be having plenty of sizes on his shelves. The advantage to the consumer will be the probability of getting the right size at the right time; the advantage to the manufacturer—volume production on a few styles, thus effecting economies.

The subject of price is much talked of today. You will hear the men and women on the street

remark the increased price of practically every necessity. There must be in the recesses of these persons' minds this question: "Is all this increase in price justified by the increase in cost?" In the shoe industry the price situation has been clouded by various articles appearing in daily newspapers, accusing the retail merchants of everything from frenzied finance to common larceny. A few figures on the increase in cost of manufacture since 1915 are as follows:

Production Item	Percentage of Increase since 1915
Manufacturing Expense.....	33
Welt .....	33
Inner Sole.....	50
Counter .....	53
Findings .....	66
Trimmings .....	66
Heel .....	76
Lining .....	80
Toplift .....	100
Upper Stock.....	100
Sole Leather.....	111

Compare these figures with an increased retail price of 31 per cent for the same period. It is immediately seen that the retail price has not increased as rapidly as any single item entering into the production.

Now the point arises how to make the American public realize that shoe manufacturers and shoe retailers are trying to give them, as nearly as possible, the same quality of shoes to which they have been accustomed, at a price consistent with a reasonable profit.

The American public ought to realize the economies which have been effected during the past three years in the manufacturing and selling of shoes. The answer to this problem seems to be an increased use of advertising space for educational purposes—to tell the public truthfully, and in plain language, about these economies, so that they will realize what the shoe industry is doing.

For 1918 our appropriation for local and national advertising has been substantially increased over 1917. This is one way, we think, to overcome any threatened decrease in volume.

It seems natural that the

manufacturer who keeps up, or improves his quality to-day, and effects any price reduction through economies in manufacturing methods or selling, and advertises this fact to the American public, will reap the benefits of an increased business and be in a far better position when these abnormal times have passed.

Perhaps the most notable change in shoe manufacturing and retailing for 1918 will be the shifting of the volume of manufactures and sales from men's shoes to women's. The capacity of our factories is being filled with women's shoes, for which our stores and agents find a ready demand. The popularity of the more staple styles of women's shoes—which means the more conservative leathers and Cuban heels in heights from one inch to one-and-three-quarters inches—makes women's shoe manufacturing a possibility for every manufacturer who in the past has confined his efforts to men's shoes alone.

#### OTHER ECONOMIES MUST BE PRACTICED

The process of effecting economies, as mentioned above, must not be confined to manufacturers alone; every retailer can do his part. Many abuses have crept into the retail shoe trade. Such items of expense as delivery, allowances and rebates, discounts, and several items of miscellaneous expense have been unduly increased. The American public is willing to co-operate; consequently, it is believed that retailers should be in a position to at least avoid any increase in the cost of doing business during 1918.

However, it is sincerely hoped that the shoe industry will avoid the appearance of the restaurant which cuts the portion in half and then increases the price. It is the belief that any economies effected should be passed along to the American public in the way of decreased prices.

Summing the whole situation up in a few words, it looks this way:

Business better than usual.

A few styles in staple shoes for men, women and children, at prices representing a reasonable profit, backed up with a stronger-than-ever advertising campaign which tells the public truthfully, and in plain words, about the merchandise you have to sell.

#### "Blue Sky" Commissioners Organized

THE National Association of Securities has been organized, to promote the enforcement of "blue sky" protective laws. The first meeting was held in Chicago recently. George M. Husser, secretary of the National Vigilance Committee of the A. A. C. of W., who attended the conference, outlined the methods which some commissioners have followed in co-operating with the National Vigilance Committee and with local vigilance committees and better business bureaus of advertising clubs.

One of the problems confronting the commissioners, Mr. Husser found, grew out of the fact that some newspapers were carrying advertisements of securities which could not meet the requirements of local "blue sky" departments. By establishing an office in one of the few remaining states which do not have such legislation and selling their stocks entirely by mail, these concerns have been able to evade the law, inasmuch as the stock buyer sends his money out of the state, and the transaction takes place in the other state.

Mr. Husser told the commissioners that in many instances, it would only be necessary to call the attention of such newspapers to the character of the securities offered. The experience of the National Vigilance Committee, he told them, has been that the newspapers were, as a rule, most willing to co-operate in the protection of the public, and that this was especially true in these times when every idle dollar should be conserved for investment in Government bonds.

**New England!****PORTLAND, MAINE**

The Jobbing Center  
The Wholesale Center

The Financial Center  
The Social Center

One of the best places for a trial campaign. Here are the four great centers that are desirable to advertisers.

The Summer months are approaching and the population of Portland will be doubled, or nearly so, for it's the gateway through which pass tens of thousands of summer visitors. Many thousands linger here and in the beautiful suburbs and they shop in Portland.

**EVENING EXPRESS**

The only afternoon daily newspaper; serves about nine out of every ten families. Total average paid circulation, 22,737.

**THE SUNDAY TELEGRAM**

Outdistances all other Maine Sunday papers. Brings profitable results to advertisers. Net paid circulation, over 17,000.

*The Julius Mathews Special Agency*  
Boston—New York—Chicago

**BRIDGEPORT, CONN.**

WITH ITS

***Two Hundred Million  
In War Orders***

And 10,000 additional mechanics to be employed about April 1st, offers the most fertile field in the country to advertisers.

**THE POST-TELEGRAM**

Connecticut's Largest Circulation—45,000 Daily

**Members of the A. B. C.**

## New England!

*Throughout the thriving cities and rich suburban territory of Western Massachusetts the dominating Home Newspaper is*

### **The Springfield Union**

Morning Evening Sunday

Springfield, Massachusetts, and the cities and towns within its trading radius, constitute an unusually prosperous and populous territory—a field which general advertisers cannot afford to ignore.

The Springfield Union, both in circulation and prestige, is the leading newspaper throughout this field. The Union's net paid circulation is the largest of any Western Massachusetts newspaper, and is well concentrated within the trading area of Springfield, reaching the greatest proportion of homes and appealing to the people who represent the enormous buying capacity of this splendid district.

The Union's supremacy as a result-producer for advertisers is further convincingly shown by its big lead over the other Springfield newspapers in volume of paid advertising.

*The Union maintains a Co-operative Merchandising Service Department and invites general advertisers to use its comprehensive resources for co-operative sales promotion, securing dealer co-operation, market analysis and other merchandising data. Write for details.*

### **The Springfield Union** Springfield, Massachusetts

Member Audit Bureau of Circulations  
J. P. McKinney & Son, 334 Fifth Ave., New York, and 122 So. Michigan Ave., Chicago  
Julius Mathews, 1 Beacon St., Boston, New England Representative

## Canada to Prohibit Luxuries From U. S. A.

Cutting Off Imports of \$150,000,000 to Aid Adverse Trade Balance—To Make Up Customs Revenue Lost Thereby Special Tax Will Be Imposed on Canadian Made Articles on Embargo List.

By Harold C. Lowrey

IT has been unofficially announced that very drastic remedial measures will be taken by the Canadian Government to cope with the adverse exchange situation due to the heavy Canadian buying in the United States in 1917. Upon recommendation of the War Trade Board which has been in consultation with the United States authorities in Washington recently, it is now proposed to cut off all imports of such articles as high-priced fabrics, shoes, millinery, pleasure automobiles, tires, accessories, patent medicines, silverware, jewelry, musical instruments of all kinds, boots, ready-made clothing, and, in fact every article which can be manufactured in Canada.

The working out of the details of this embargo on imports has been turned over to the Canadian War Trade Board which is in consultation with the industries affected, including the automobile trade. It is estimated that, with imports of finished automobiles forbidden, the materials necessary to assemble two automobiles in Canada can be imported from United States for the value of one finished imported car. Thus by importing parts instead of the finished car the dollar value of the importations could be cut in half and Canada would benefit by the business of assembling the cars in Canada. In this way while the expenditure of Canadian funds in United States is reduced one-half, the number of vehicles is maintained. Eventually it is hoped to work up to an eighty per cent saving.

The Canadian manufacturer will have increased production by this embargo and the Canadian Treasury will lose the customs revenue. To make up this revenue and to tax the manufacturer for this State-created market, it is proposed to levy a special tax of 10 per cent on all articles made in Canada which are on the embargo list.

Although no final or detailed consideration has been given to the above proposals by the Cabinet Council, it is certain that the unofficial statement given out after the return of Premier Borden and Hon. A. K. MacLean, Acting Minister of Finance, from Washington is an accurate index of the recommendations now under consideration for legislation.

#### NEED OF CONSERVATION

Canada's adverse trade balance with United States now amounts to \$400,000,000 annually. Sending this amount of cash out of the country annually is too great a

strain when Canada has to raise approximately \$750,000,000 to meet this year's national expenditures for war and domestic purposes, in addition to the raising of nearly half a billion more to provide credit for Great Britain for War Orders placed in Canada. The necessity for conserving Canada's financial resources under these conditions is quite obvious.

In this connection, it is also interesting to note that the Canada Food Board has issued a new list of regulations for the restaurants and hotels in Canada, prohibiting the serving of meats at more than one meal per day and also limiting the amount of bread and sugar. At present these regulations are in a chaotic condition, due to the ambiguous wording of the order, but even with the minimum interpretation, the regulations are severely drastic. But there is a brighter side to the conditions in the Dominion and that is the increased production on the farms.

## New Haven Register

Two Cents Daily and Five Cents Sunday

**Paid Circulation of Over  
20,000 Copies a Day!**

**Largest circulation in it's city.  
The Established Advertising  
Medium of Southern Connec-  
ticut.**

*Reaches Customers With Money to Spend!*

## New England! Supreme in Its Field

which is an important  
one in New England

### THE Courier-Citizen

is essentially a home newspaper, delivered by office carriers to the homes of paid subscribers. In the suburban district about the city it has an exclusive place.

**Lowell, Mass.**  
is prosperous.

Its *big industries* will pay more than **\$40,000,000** in wages this year. In the past three years wages have been increased frequently, liberally and voluntarily.

### Lowell AND Courier-Citizen

should be on every list that comes into New England territory.

*Julius Mathews Special Agency*  
Boston—New York—Chicago

## Bringing Up the Big Beech-Nut Family

(Continued from page 6)

he says, fifteen years of matchless cooking have done much to produce educated palates, the new product is tested on the table time and again. There are other men, too, in the Beech-Nut organization who know the difference between *pate de fois gras* and hash-house "liver 'n' onions": Walter H. Lipe, vice-president and Frank E. Barbour, secretary, both swing a very pretty fork, thank you. Sometimes the hundreds of employees at Canajoharie are asked to try out certain experimental products and report results.

Mr. Arkell numbers among his personal friends a good many men who are entitled to be called, as it were, super-gastronomists (the dictionary people really owe me something for that word!) These are occasionally called upon for expert "jury duty" to determine comparative degrees of deliciousness. And finally, a university professor of psychology is not infrequently called upon to make tests on groups of people involving not only the appeal of various foods, but the attractiveness of packages and advertising matter. This work is so interesting that it deserves to be made the subject of a separate article, all by itself.

#### THE FINAL JUDGES OF FLAVOR

"As a matter of fact, all our tests for flavor—sometimes very elaborate—are not allowed to outweigh my own judgment, and that of my associates," said Mr. Arkell. "When you come down to it, individual preference is the only really critical determining factor about flavor; and on that we feel that we had rather trust our own opinion than anybody's else. It is true that we often get interesting and suggestive reports from our formal tests of these matters; but pretty often

it's a case of 'When he agrees with me, he's right!'

"Achieving flavor in food is an art, though cooking may be chemistry. As in the case of every other art, either you like the result, or you don't. To get the flavors of our foods just exactly right, is so enormously important to us that we dare not put it on a merely scientific basis. We have to trust somebody's taste, after all—so why not trust my own and that of my associates?"

One does not need to study the Beech-Nut plan of business very long before one realizes how deeply-rooted is the question of flavor in the whole organization method. For example, take orange marmalade. Someone discovered a long time ago that oranges from Seville, Spain, have a very fine flavor for marmalade. Therefore, the Beech-Nut Company has taken great pains to secure these Seville oranges. To make sure that they will get the right sort of peanuts for peanut butter, annual prizes are given to farmers' boys in Virginia who get the best results from a given quantity of land in raising the toothsome goober. There was a man in Europe who knew how to prepare the famous "Wiesbaden prunes" better than anybody else, and Mr. Arkell, as he expressed it, "chased that man across the map of Europe for seven years to get the recipe."

The story of how Jaffee, the new "meal-time" drink, came into being, is interesting enough to deserve an article all to itself. Not only did the flavor have to be just right, but, of course, the package in which it goes to the public had the nice psychological task of conveying the right impression as to this flavor. For Jaffee is not a "coffee substitute" or an imitation of coffee. It is a beverage which stands on its own merits. It is interesting to know that Frank Finney, the advertising agent in the case, worked out nearly 150 tentative packages for Jaffee, in every possible shape, color and style of lettering, before the

## New England! In Worcester

Massachusetts

## In the Homes The Evening Gazette

Leads—

All Daily Papers  
In Both

Foreign and  
Local Display  
Advertising

Worcester's  
**BEST**  
Newspaper

Julius Mathews Special Agency  
Boston—New York—Chicago



## New England!

### What the Governor of New Hampshire said:

"It is a rule to which there are some exceptions, but not many, that the condition of a community, a city, a state or a nation is well mirrored and can be judged with accuracy from the appearance and the content of its newspapers. For the most part the mental, moral and business standards of a people determine the sort of newspaper which they read and which is produced to meet their demands.

"For this reason, New Hampshire should and does take pride in her newspapers, daily and weekly, city and country. Their clean, complete and accurate news columns, the independence, integrity and fairness of their editorial pages make them deserve the confidence with which they are regarded by their readers and the support in subscriptions, sales and advertising which is given to their business departments.

"The wide circulation of

## The Manchester Union and Leader

and its general acceptance as a representative New Hampshire paper make it an appropriate sponsor for the summary of New Hampshire conditions, official, industrial, social and personal, which makes up this special edition; and those responsible for the publication are to be congratulated upon the matter and the manner of their achievement."

## Union-Leader

Five times as much circulation as any other Manchester paper. Circulation equal to all New Hampshire dailies outside of Manchester.

*The Julius Mathews Special Agency  
Boston—New York—Chicago*

present attractive design was decided upon. The more promising of these candidates for the Jaffee container were submitted to tests in which the judgment of scores of persons was invoked, and the results were averaged down into definite conclusions.

Naturally, back in 1892, when the Beech-Nut Packing Company first began to do business, not only the trade, but the consuming public in America, had not yet been educated up to the idea of flavor in food as an important matter. Therefore, the company had rather hard sledding at first in educating people up to its idea. The organization started with a capital of \$10,000 and spent it all doing highly necessary but not very profitable educational work. Then it got \$50,000 more, and put that in; and then the tide turned.

The Beech-Nut company found long ago that the retail grocer, if he is to become a convert to the idea of Beech-Nut flavor, cannot be made so by word of mouth, or even by printed literature. He must eat Beech-Nut foods before he can really talk about them to the housewife with the proper smack of experience behind his words. That is why a new Beech-Nut product is always sold from sample when it is first being introduced. The samples are for the grocer's own consumption.

Some time ago a new product was thus added to the line, and the house salesmen were sent out to tell the retail grocery trade about it. It so happened that the sample cases in which this product was carried were rather heavy and cumbersome, and presently "the boys" began to grumble a bit about dragging them about. "The grocer orders this product right away as soon as he knows that it is Beech-Nut," they reported. "Why should we carry the samples around?"

Word went straight back from the home office that the samples were the centre of the whole scheme. "We don't merely want the grocer to *buy* this product," the salesmen were told. "We

want him to sell it. To do that to the best advantage he must have a real enthusiasm about it. How can he be enthusiastic when he has never tasted it? So should sample case, and Forward, March!"

The famous Beech-Nut vacuum-sealed glass jar is another of the "by-products" of this policy. When Beech-Nut sliced bacon was first put on the market, many years ago, grocery stores were not efficiently equipped with refrigerators as they are to-day; and in summer time the meat did not stay fresh as it should. It was to overcome this, that the glass jar was secured (the invention, in crude form, coming from Germany). When it was being considered, Mr. Arkell sent a few sample jars of the bacon to one of the leading packers in Chicago, asking him what he thought of the idea.

"Oh, this will never do at all," he wrote back, in effect. "I have asked a number of our people, and they all agree with me that bacon in slices, isn't inviting-looking, and can't be sold under glass. I'm sorry, young man, but your idea won't work."

He was wrong. The idea revolutionized the business.

#### REASONS FOR PREPARING ADVERTISING FAR IN ADVANCE

One of the most interesting phases of the story of Beech-Nut is the part that the advertising has played in working out the merchandising policy of "sell the flavor, and throw in the food!" Mr. Arkell is intensely interested in advertising and studies it in its broadest aspects constantly. (Whether the fact that he reads PRINTERS' INK closely is cause or effect of his interest, is not for me to say!) He likes to work far ahead of his schedule, and often has copy prepared almost a year in advance of its publication, so that he may not only study it closely as to effectiveness, but also use it sometimes in selling the company's advertising policies to the other men in the organization.

## New England!

### WATERBURY CONNECTICUT

Brass is the principal industry, and wherever you see brass in any of the thousands of manufactured articles, you can bet it is made in Waterbury, and you will win oftener than otherwise. The

### REPUBLICAN

Daily 11,626 net paid  
Sunday 11,380 net paid

is Waterbury's leading daily newspaper. A two-cent daily. Member A. B. C.

#### LARGEST CIRCULATION

A kindly, friendly, cheerful kind of a paper that its readers welcome with pleasure. Advertisers say that such papers give best results!

*The Julius Mathews Special Agency*  
Boston—New York—Chicago

## 50 Per Cent Increase In Circulation in 18 Months

Where there is such a healthy growth advertisers will find splendid returns. High spots are all right, but there are splendid huckleberries to be picked where the bulk of the pickers seldom go.

### TORRINGTON Connecticut

is one of the busiest little places in Connecticut. Every advertiser coming into the state should have the

### REGISTER'S 4,063 Daily Circulation

on his list. It has about twice the circulation and advertising value of any other daily in Litchfield County. The Register has the circulation because it is a good newspaper, and has the advertising because it shows results.

## New England!

# Lynn Item

Lynn, Mass.

The Audit Bureau of Circulations gives The Item

## 13,177

for the 12 months ending  
Sept. 30, 1917.

## THE ITEM

**Dominates  
In Lynn, Mass.**

*The Julius Mathews Special Agency  
Boston—New York—Chicago*

## New England!

## 75th YEAR

Covers its Territory

North Adams.....	23,000
Adams .....	14,000
Williamstown .....	4,000

Total population.....41,000

## Transcript.

North Adams, Mass.

Net Paid Daily Circulation

### 7,456

A gain of over 1000 since  
January, 1917.

Member Associated Press  
Complete report by leased wire  
Member A. B. C.

*The Julius Mathews Special Agency  
Boston—New York—Chicago*

"Strange as it may seem, our advertising copy has never preached flavor to the public," Mr. Arkell told me. "This is for several reasons. For one thing, flavor is an extraordinarily hard thing to convey in words and secure thereby a really striking, unusual effect—one different from that of other food advertisers. Then, too, as I have already said, it is really almost impossible to suggest flavor directly to a man who has not tasted the product you are trying to describe.

"However, our advertising tries to suggest flavor *indirectly*. We try to make it redolent of the purity, cleanliness and freshness of the open country. That is one reason why we have lately been using multi-color work. Almost our first national advertising was a reproduction of a beautiful Canajoharie scene in autochrome. Another big campaign consisted of a series of children's heads, painted by Cushman Parker, the youngsters being obviously the sort who enjoy good food and have had plenty of it. We had an amusing unconscious tribute to the artistic quality of this series of heads, by the way. Quite a lot of mothers wrote in to say that the artist had evidently used their Maggie or Willie or Harold as the model for the picture, and wanted us to 'come across' with a good round sum for the privilege of doing so!

### THE LAW OF ASSOCIATION IN SCHEME OF ADVERTISING

"This advertising, of course, simply makes use of the law of association. If people see our name associated with pictures suggesting beauty, cleanliness and the healthful out-of-doors, they will carry over those ideas to our foods. Very successful in giving the right atmosphere are two advertisements that are going out right now: first, a painting of a lovely scene in the Mohawk Valley, not far from Canajoharie, and second, the painting of a girl in the Dutch costume of a hundred years ago in America, the

trade-mark for Jaffee. Both of these have the right associative power."

Much of this year's copy is harmonizing with the spirit of the times, by preaching utility. Thus the varied utility, as well as the remarkable food values of peanut butter will be argued in most of the 1918 advertising. It hardly needs to be said that every suggestion of the United States Food Administration has been obeyed to the letter. Thus, when the order to curtail the use of sugar was issued, the company had an enormous quantity of sugar on hand, and was just on the point of putting on the market its new line of "Handy Candies." The sugar was at once put in storage, and the plans for exploiting the candy were dropped until a more auspicious occasion.

"We have always had to fight an untrue notion that our foods are high-priced," said Mr. Arkell. "They are no higher priced than any other foods of the same quality. Our peanut butter gives about as much actual food-value as anything one can buy for the same money, no matter where or how. And Jaffee, the new Beech-Nut 'meal-time drink' is a very decided economy when the cost per cup is considered."

Most of those charming French appellations which end in "eur" may fittingly be applied to Bartlett Arkell. He is an epicure whose judgment on the moot problem of ordering a dinner should be listened to in humble silence; he is a connoisseur of painting with the history of art at his fingers' ends; and he is a raconteur who never fails to find just the right story to illustrate the point he wishes to make.

Also he is fairly entitled to some credit, though he modestly declines it, as a diplomat. For instance, take the time when the Beech-Nut company decided to install its own manicurists in the plant to care for the nails of its hundreds of women employees. "You'll never put it over," Mr. Arkell was told. "The girls won't stand for that sort of paternal-

## New England!

# SALEM (Mass.) NEWS

The circulation of the Salem News—20,000, average 1917—is a marvel to newspaper men and advertisers, as they do not seem to understand that while Salem has a population of less than 50,000 there is a shopping population of 150,000, a territory that the News covers, and covers well.

Salem, Boxford, Topsfield, Middleton, Peabody, Danvers, Rowley, Ipswich, Hamilton, Wenham, Essex, Manchester, Beverly and Marblehead are served and served well by the News.

Salem and its suburbs are good market places and the News is the great advertising medium to move the goods.

*The Julius Mathews Special Agency  
Boston—New York—Chicago*

## New England!

# THE GAZETTE NORTHAMPTON (Mass.)

The "GAZETTE" is an able local daily—a most efficient advertising medium. The community in which it circulates is prosperous and responsive to appeals made by advertising. The Northampton Gazette offers the best medium by which advertisers can reach the people of this city and nearby suburban territory.

### Oct. P. O. Statement 5,398

NORTHAMPTON, MASS., is the seat of great educational institutions, including Smith College. It is an important manufacturing centre for varied industries—employing good grade of labor, at good wages.

*The Julius Mathews Special Agency  
Boston—New York—Chicago*

## New England!

# FITCHBURG MASSACHUSETTS

**Population 42,000**

**Fifty miles from Boston**

The center of a district of 100,000 population. One of the large Railroad Centers of New England, both steam and electric.

Celebrated for the manufacture of Revolvers, Bicycles, Saws, Machine Knives, Paper, Screen Plates, Steam Engines, Machine Tools, Boilers, Steel Horse Collars, Woolens and Gingham.

Your advertisement in

## The Sentinel

will reach these manufacturers and their skilled employees.

*The Julius Mathews Special Agency  
Boston—New York—Chicago*

## New England!

# CLINTON MASSACHUSETTS

A lively manufacturing city producing nationally known products, among them are Lancaster Gingham, Bigelow Carpets, Harness Goods, Wire Cloth and Netting.

# The ITEM

**Clinton's Only Daily  
Paper**

**Covers this territory completely**

*The Julius Mathews Special Agency  
Boston—New York—Chicago*

ism—they'll be sure to resent it."

But Mr. Arkell tried the Approach Psychological. "Wouldn't you like to have your nails done just the way the New York society women have theirs?" he asked the women. Of course they would! Ever since, the company's own manicurists have been busy at the plant. The company, by the way, makes all the uniforms worn by the girl workers, and launders them on the premises. It even goes so far in the direction of cleanliness that it has persuaded the city authorities to let it do the street-sprinkling in the vicinity of the Beech-Nut factory, thus insuring that it will be well done.

Another instance of Mr. Arkell's diplomacy: one of the men employed at the plant—an old friend of its head—was notoriously reluctant to use a razor. "Twice a week" was his platform, and he'd stand or fall by it.

One day Mr. Arkell met him in the plant, and laughingly stopped him with a proposition. "Fred," he offered (and I am camouflaging the cognomen), "I'll make a bargain with you: I'll present you with a safety razor, if you'll agree to shave every day!"

Who could resist an offer made in such a spirit? Not Fred, anyhow; he capitulated forthwith.

In spite of his affection for Canajoharie and its people, Bartlett Arkell spends much of his time in the New York office of his company, and maintains his "domestic establishment" in the latter city. He believes that by getting off at a distance from the factory he gets a valuable perspective on its problems. "The best chess is played blindfolded," he remarked laughingly.

"As I see it, there's only one sure road to success," he said, when I had sharpened a pencil and asked him the Customary Question. "Tell the truth and act vigorously. There are plenty of truth tellers who rust away with inaction and never succeed; and there are plenty of people

who have acted vigorously, but omitted the 'truth' element—and some of them are wearing clothes like a zebra's at the present moment."

The Beech-Nut company's success has certainly contained the two elements which Mr. Arkell puts into his recipe; but it seems to me that we ought not to forget to add a pinch of Intelligent Analysis of Problems. For the story of Beech-Nut is certainly a remarkable tribute to the faith of this group of men in the power of an idea. Beech-Nut products, so to speak, have never competed with other foods; they have competed with the abstract idea of perfection in flavor; and the advertising has been used to "report progress" in that contest. To every manufacturer, whether he owns a family of products or only one, there is food for pertinent and valuable reflection in the story of how this big business has come to be what it is, as seen by the man who has had a guiding hand on the helm from its beginning to the present day.

#### Pierce Arrow Profits

The net profits of the Pierce Arrow Motor Car Company, Buffalo, N. Y., for the calendar year 1917 amounted to \$3,598,748, equivalent to earnings of \$11.19 a share on the outstanding common stock, after caring for preferred dividends. A reserve of \$1,161,802 was set aside to meet Federal taxes. In 1916 the Pierce Arrow Motor Company, the predecessor of the present company, earned \$4,076,167, without any reserve for taxation.

Gross sales nearly doubled during 1917, largely because of Government orders for trucks. "In conformity with the desires of the United States Government growing out of the war," the report says, "the current output of passenger cars has been curtailed. The company will, however continue a moderate schedule of passenger car production sufficient to supply the current demand and to maintain the integrity of the sales organization."

#### Agency for Business Paper Advertiser

The Hammond Manufacturing Company, Cleveland, has appointed the Powers-House Company of that city as the advertising agency in charge of its account. Business papers will be used in the advertising of Hammond Radial Drills.

## New England!

# BURLINGTON Vermont FREE PRESS

Burlington—The largest city in Vermont, its principal wholesale distributing point.

The FREE PRESS—Has the largest city circulation in Burlington, and the **Largest Circulation of any Vermont daily**. It covers the Country Districts, being distributed on more than 100 R. F. D. Routes.

April P. O. statement 1918,

## 10,304

*The Julius Mathews Special Agency  
Boston—New York—Chicago*

## New England!

# MONTPELIER (Vermont) ARGUS

The only daily in Montpelier, the capital city of Vermont.

## 3,218

Net P. O. October 1917

Manufacturing industries, extensive granite quarrying, giving an unusual wage envelope, and a prosperous farming community contribute much to make advertising pay.

*The Julius Mathews Special Agency  
Boston—New York—Chicago*



## PRINTERS' INK

# New England!

# BARRE

## Vermont

Rich in its granite, which is known the country over, rich in its skilled and well-paid workmen, rich in the farming country, and the prosperous farmers, surrounding it, has one newspaper,

## The

# Barre Daily Times

with a net daily circulation of 7,211 copies, well distributed in Barre and over eastern Vermont. In reaching out for New England business, you will find this one of her good mediums, giving good returns on the investment.

*The Julius Mathews Special Agency  
Boston—New York—Chicago*

## New England!

# RUTLAND

## Vermont

# NEWS

is the favorite daily of space buyers that come into this territory.

THE RUTLAND NEWS gives you not only a circulation concentrated in Rutland, but it also gives effective co-operative service—the best it knows how to give.

*The Julius Mathews Special Agency  
Boston—New York—Chicago*

## Was Dr. Garfield in Earnest?

ASSOCIATED ADVERTISING CLUBS OF THE WORLD

St. Louis, Mo., March 29, 1918.

### Editor of PRINTERS' INK:

I am very much interested in your issues of March 14 and 21. Both of these numbers carry editorials on what Dr. Garfield had to say about advertising being an economic waste.

From my point of view, Dr. Garfield would not stand by his charge if he were brought up to the bar of public opinion, because I don't personally believe he entertains any such conviction. He is too conversant with the development of American commercialism to even countenance the thought that advertising is not a necessary arm for advancement. If he doubts things for the moment as he sees them on the surface, he would find interesting reading if he took a peep into the activities of advertising as made effective by the British Government during the war. Or if he did not want to go overseas, let him review some of the twenty-nine campaigns promoted and paid for by the Dominion of Canada or some of the Provincial Governments within the last three years.

The first campaign, as you will recall, was promoted in order that a big, fresh, full crop of apples would not rot on their hands because they could not be shipped to England as of yore; that the public should be made to realize the value of apples as a food and use them in ways not used before, or suffer the consequences of quite a substantial loss to the Dominion.

Take a look at their financial affairs: the old order of things prompted them to go to London or New York to raise their money, but with the new order of system and organization they made use of advertising and are now selling bonds to the Canadian public on a basis of 5 per cent per \$100. If he figured out what the last loan amounted to and what it would have cost had the old order of borrowing been practiced, he would have one sockdolager of an argument that advertising as a power was not revealed or recognized before.

This country of ours is a mighty good place to be tied up to, but I find a lot of people criticizing without half thinking and this criticism of Dr. Garfield's is wholly without point and just an expression of an idle moment.

As President Wilson would say—Advertising is a power for mobilizing the best thought and promoting better activity in our line of business in these times of stress and exigency.

W. C. D'Arcy,  
President.

WE agree with Mr. D'Arcy that Dr. Garfield would not be very likely to stand by his dictum that "advertising is economic waste," if he were to go into the matter seriously. His statement



made at the Senate investigation was undoubtedly a hasty snap-judgment, the product of a verbal byplay in the midst of a serious discussion of the coal situation of the country. For that reason, PRINTERS' INK neither feels that his statement needs elaborate rebuttal, nor wishes to criticize him too harshly for having made it. The ancient Greeks recognized very well that Jove was entitled to nod now and then; and we are quite willing to grant a similar privilege to the modern occupants of Olympus. Only we wish they would nod in some other direction!—[Ed. PRINTERS' INK.]

### Plants a Warning to Those Who Don't Read Letters They Write

THE DEARBORN COMPANY  
CHICAGO, March 30, 1918.

Editor of PRINTERS' INK:

Note your reference to the repartee of the Philadelphia firm, "Received, but Not Read."

I believe you will find that this answer originated with the late lamented Ellbert Hubbard, who issued one of his inimitable effusions on the subject in the shape of an attractive folder some four or five years ago, when the practice of stamping letters "Dictated, but not read" was considerably in vogue.

When I receive a letter so stamped, which fortunately is not frequent, it simply goes into the waste-paper basket "Received but not read." I consider it simply a method of evading responsibility for errors that will creep into letters, a subterfuge or camouflage. Many a letter has gone out carefully read, but so stamped as a loophole in case of come-back. Business firms should refrain from use of the stamp, for it is a thoughtless act of discourtesy that riles the recipient and leaves a bad taste in his mouth that is renewed each time he sees that firm's name.

RALPH GIBON,  
Advertising Manager.

### Club Has Window Display Department

The San Francisco Advertising Club has formed a Window Display Advertising Department, composed of the "artists and window experts of all the department stores, as well as all retail stores," according to PRINTERS' INK correspondent.

### Maker of "Absorbine Jr." Dies

W. F. Young, of Springfield, Mass., maker of "Absorbine, Jr." liniment, died in Nevada, Mo., last week, aged 54 years.

## New England!

### BOOMING AHEAD

and gaining circulation faster than ever is the

### Lewiston Me. Daily Sun

The present circulation is 8,000, close to a thousand a day more than at same time a year ago. No prizes, no premiums, nor get circulation quick schemes have been used.

### BUT

January 1st, 1917 the entire mail list was put on a strictly paid-in-advance basis and January 1st, 1918, all subscription rates were increased \$1.00 a year

### AND

The Sun has just installed a modern high speed Duplex Tubular press to care for further circulation increases.

### LAST

The Sun with its steady, healthy, growing circulation, almost entirely in Lewiston—Auburn trading zone is a selling power that advertisers going into this territory will wish to carefully investigate. One of the largest and most systematic general advertisers in the country did it two years ago and he has used the Sun exclusively ever since.

### THE LEWISTON DAILY SUN

Member of A. B. C.

The Julius Mathews Special Agency  
Boston—New York—Chicago

## New England!

### BIDDEFORD (Maine) JOURNAL

BIDDEFORD has a population exceeding 20,000, with a shopping population of more than 50,000. The JOURNAL is Biddeford's best daily paper, a position it has occupied for a great many years. Its circulation of over 3500 is the largest of any daily newspaper in Biddeford. And the Biddeford Journal is known far and wide as a "Model Local Daily."

Biddeford is a good city to advertise your product in when the "Journal" carries your message.

The Julius Mathews Special Agency  
Boston—New York—Chicago

## New England!

# AUGUSTA

(Maine)

# JOURNAL

The Journal covers the entire Kennebec Valley, as is shown by its circulation of

## 10,800 Daily

Net, Oct., 1917, statement.

The Journal zone—the population of the Kennebec Valley—has more than 75,000 population.

The Journal has its own editors, local offices and local distribution in Waterville, Hallowell and Gardiner, as well as in Augusta. The Journal not only covers all Augusta, but goes out on 79 R. F. D. routes on the day of publication.

The Journal is a great buy for advertisers!

*The Julius Mathews Special Agency*  
Boston—New York—Chicago

## New England!

### The

# American Clyde

is the name often applied to the Imperial Kennebec River, at Bath, Maine, owing to the many shipyards along its banks. At the mouth of the river, a few miles below Bath, was built in 1607, the Virginia, the first ship built in America, and in this section since, have been built hundreds of thousands of tons of vessels of all kinds.

## The Bath Daily Times

is the only daily in Bath. That it is sharing in the *present great activity* in its shipyards is shown by the fifty per cent increase in circulation.

*The Julius Mathews Special Agency*  
Boston—New York—Chicago

## How Liberty Bonds Are Printed

Some Interesting Facts About the Third Issue Now on the Presses of the Bureau of Engraving and Printing—Work Has Been Greatly Speeded Up Since First Issue About a Year Ago.

(Condensed from Article in New York *World*)

IT was no small job that the Bureau of Engraving and Printing at Washington had to do when called upon to print the Third Liberty Loan bonds which for the next three weeks are to be sold to the American public in the largest and most important campaign ever put across anywhere in the world. For the first issue 6,060,500 bonds were printed; for the second, 17,363,000, while for the third 21,100,000 are required.

Fifteen huge presses, running twenty-four hours a day, six days in the week were at first engaged in the work. Now fifty-eight are employed. It required the services of 450 employees eight months to complete the bonds for the first loan with 275 more employed three months on the convertible bonds. For the second issue 325 men and women were kept busy for five and a half months. About 400 are working on eight-hour shifts on the bonds for the third issue.

When James L. Wilmeth, formerly chief clerk of the Treasury Department, was placed in charge of the Bureau of Engraving he found that four bonds to the plate were being printed. In order to speed up production he installed a system under which six bonds were printed on each plate, thus increasing the capacity of the presses 50 per cent. Four printings had been necessary for surface work. Mr. Wilmeth put in a plant that would do the work in two printings, or 100 per cent added efficiency.

It is almost impossible for the bureau to increase its force. In the whole world there are prob-

ably not more than one hundred skilled bank-note engravers. The real crack-a-jacks can be numbered on the fingers of your two hands. Uncle Sam has two of these in his employ and thirty-three of the first-class men.

PAPER MADE BY SECRET PROCESS AND  
SOLD ONLY TO GOVERNMENT

The paper upon which the bonds are printed is made of the wood of spruce trees grown in the far North. It is, perhaps, the most valuable paper in the world and counterfeiters would risk their lives to get a few sheets of it. It is made by a secret process and is sold only to our Government. Every sheet must be accounted for from the time it is made until it is printed and delivered to the proper officials of the Government.

The backs of the bonds are printed first. An automatic inker and wiper rubs the ink in evenly, then cleans it off the plate as the paper passes through the machine, which works day and night at the rate of 1,000 to 1,200 sheets an hour. A man with a marvelous touch runs his fingers over the plate to detect any unevenness or any excess of moisture. The half printed bonds are then dried by the heat of hot water pipes which keep the air at a fixed temperature. Any defective sheets are laid aside and turned in to the chief examiner who often spends several hours in finally passing on the printing from a single plate.

In order to prepare the half printed sheets for the printing of the other side they must be again moistened in order to "take" the ink properly. When the work is completed they are again dried and sent to the examiners who look them over with extreme care to discover any possible defects. Then the letter press setting forth the interest and other terms of the issue is printed in on flat bed presses. After they have been re-inspected and numbered the bonds are packed in stacks of 1,000 and delivered to the Treasury vaults.

## New England!

# BANGOR COMMERCIAL

"Maine's Best Paper"

13,709

Net P. O., April, 1918.

Largest circulation in the City of Bangor (Population 25,000) and Largest Circulation in Bangor's immediate trading district, which has population of 75,000.

## The Weekly Commercial Farmer and Villager

with its hundreds of local correspondents in the towns and villages of this great agricultural territory, has over 20,000 net paid circulation in this section.

Combined circulation of the Daily and Weekly "Commercial" is the largest Circulation of any Daily or Weekly in Maine.

*The Julius Mathews Special Agency*  
Boston—New York—Chicago

## Lewiston Journal Lewiston, Maine

The only Evening Newspaper published in the twin cities of Lewiston - Auburn, commercially one, or in the home country.

Center of over 250 miles of electric railroads.

Rich Farming and Vital Manufacturing section.

News covered intensively by hundred correspondents—within radius of 30 miles, including 11 prosperous towns.

Carriers deliver for past three years to subscribers in towns.

Our service as special representatives gives advertisers accurate sales analysis of this territory.

**Stevens & King, Inc.**  
New York      --      Chicago

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Boulevard, KIRK TAYLOR, Manager. Telephones, Harrison 9133 & 9134.

New England Office: 1 Beacon Street, Boston, JULIUS MATTHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office. Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office. 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar

Advertising rates. Page, \$80; half page, \$40; quarter page, \$20; one inch, minimum \$6.30. Classified 45 cents a line—net. Minimum order \$2.25.

JOHN IRVING ROMER, Editor

NEW YORK, APRIL 11, 1918

## The Old Days and the New

In its periodicals is reflected the spiritual history of a nation; and anyone who wishes to verify this large-sounding generalization has only to glance over the pages of our weekly and monthly magazines for the first six months of 1914 to realize how long is the road, the stony road, which we have traveled since those ante-bellum times of piping peace. How many of us then knew that the Ukraine existed? Or realized the importance of Constantinople to the Czar? Or could tell a Bavarian from a Prussian by his psychological traits?

In the past few months the world of business has been turned upside down and we have fallen on our heads and bumped them. This is not an unmixed evil, for bumps swell, and where there is growth there is room for wisdom. Who ever heard before of a state

of things with plenty of sales but few deliveries; of exports limited by Presidential order; and of sales managers spending their days and nights planning how to keep unserved customers from losing their tempers while they wait?

It is times like these which vindicate triumphantly the old copy-book adage that "Knowledge Is Power"—though the business man prefers to say "Forewarned Is Forearmed." PRINTERS' INK's mailbag shows a steadily deepening stream of evidence that business men are studying their problems with closer care than they ever did before; and the same fact is reflected in the interviews which our editorial men hold with the helmsmen of big businesses. The scholar in business is coming to be the rule rather than the exception; and nowhere is this more true than among advertisers and advertising men. That fact, to our mind, is one of the hopeful signs that business can outlive any sort of storms which the war may blow up to us across the shoulder of the world.

## Home-Grown Talent for the Vacant Job

The old problem of where to find the men for the big jobs at the top was never so pressing as it is to-day, when, instead of lines of men applying for positions, we behold lines of employers, forming on the right, to thrust jobs at reluctant applicants. The man who has in any way demonstrated his merit, or even the man who looks half-way promising, has the best chance he has ever had to step into one of the big jobs of which there are so many more vacant to-day than ever before. And his chances are bettered by the growing habit of employers of looking among their own rank and file for the lieutenants of industry rather than trying to lift them out of their competitor's offices.

But the employee must be ready for his chance when it comes—and not merely passively acquiescent, but "laying for it." There is

a story which illustrates this point admirably—the story of how the famous editor of one of the great national magazines got his job. It has never been told before, and we believe it is well worth telling here.

A few years ago this particular magazine was looking for an editor. The position wasn't vacant, but for a variety of reasons, into which we need not go, it seemed very likely to become so. However, the powers behind the kingly chair were looking about pretty sharply to see whether there wasn't an heir apparent. And apparently (as they might say in volveel) there was none.

One day the vice-president of the organization was wandering through the company's general offices, when he came to a desk where sat a young man whom he didn't happen to know. Being a friendly soul, he stopped and said, "Hello! Who are you?"

"Hello, yourself; I'm the clip-sheet editor," returned the man at the desk. And he showed the vice-president the little monthly summary of the current issue of the magazine, which is sent to newspapers for them to quote from if they care to. The vice-president was interested; he asked for a file of the clip-sheet for a few recent months, and took it back to his desk.

The quoted sections from articles in the magazines were given new headlines in the clip-sheet, and the v.-p. was astonished to notice how much more interesting these headlines were than the ones which graced the publication itself. He determined to keep an eye on the clip-sheet editor; and a few weeks later he dropped around again to his desk and found him looking rather glum.

"Anything wrong?" asked the Man Higher Up.

"Yes, there is," confessed the clipper of sheets and writer of headlines. "I'm getting plumb discouraged."

The vice-president sat down.

"I've been working here several years," said the clip-sheet man. "I'm getting a pretty good salary.

But what future is there for me? How high can I go? I'd like to earn more money, and get it."

"That's a commendable ambition," said the vice-president. "What could you do that would be worth more money to us? If you had your choice of all the jobs in the organization, what one would you want?"

"What job?" cried the other. "I'll tell you what job I'd like! I'd like to edit the magazine itself!" Which was about as audacious, of course, as though a circus canvasman had expressed a wish to be ringmaster, or a railroad brakeman to be general passenger agent.

"Suppose you were editor," said the v.-p. good-naturedly. "What policies would you follow? How would you work? What would you do?"

"Here's what I would do," retorted the other, opening a drawer of his desk and pulling therefrom a thick bundle of manuscript. And he proceeded to outline a completely new, radically different policy for the magazine. He had written out the headlines and skeleton plans for articles; he had made tentative page layouts; he knew the sort of fiction he wanted, and the sort of photographs, and how the latter were to be displayed. And he told the big man all about it.

The latter listened quietly until the enthusiastic clip-sheet man had finished; then he grunted, got up and went away. He went, in fact, straight to the office of the controlling owner of the company.

"I've found your new editor," he remarked cheerfully, as he sat down.

"You have? Who is he?"

"So-and-so."

"Never heard of him. Who's he working for?"

"For you," said the vice-president. But he had to send for the payroll list and prove it before he was believed.

The clip-sheet editor, very much astonished, was called "onto the carpet." He went, wondering whether he was about to be fired. By request, he repeated to the

president his ideas about the new kind of publication he wanted to make, and the upshot of it was that he walked out of the office treading on air, with the title of Editor tucked away, so to speak, in his hip pocket. To-day his income is at least eight times as much as it was the day he sat mournfully at his desk and the v.-p. asked him what was the matter; and his policies have proven successful, in a big way, when put to the test of experience.

This man, of course, was exceptional; but the point is that he also had exceptional men over him, who recognized his originality and helped it to find expression. To-day, as never before, it is necessary for the employer to hold that attitude if he is to keep the important chairs in his office filled with men who do more than merely keep them warm.

Every soldier in Napoleon's army had the *baton* of a marshal in his knapsack, it was said; but it took a man of Napoleon's calibre to fill his men with the spirit which made them believe in their opportunities, and seek to take advantage of them.

### **Red Tape-ism Here and Abroad**

The man who said that "the grass in the next pasture always looks greenest," started a truth ringing down the grooves of time—a truth which has lately had a curious illustration in advertising circles. For more than a year, we in the United States have been pointing out wistfully, or wrathfully as the case might be, how intelligently the British Government has used advertising in promoting its war activities; and we have felt that our own Federal authorities might take a leaf from Britain's book to our country's great good.

It is startling, therefore, to say the least, when we find in British advertising publications which have just reached this country our complaint exactly reversed! In the United States, these journals say in effect, advertising has been

and is being used most successfully in promotion of war enterprises—the Liberty Loan advertising being particularly cited. Why cannot Britain wake up and borrow some of these progressive ideas from America?

As a matter of fact, in neither country can advertising men congratulate themselves that the Government has achieved a complete understanding of the power of advertising since the war began. In both countries, many business men have been called to the aid of the politicians in conducting the war; and among these business men it is inevitable that there should be some who appreciate the usefulness of systematic and intelligent publicity. Here and there, in one department or another, such forces as these have operated to create the use of display advertising space—paid for in Great Britain, very often, and in the United States either donated by advertising mediums, or by patriotic individuals paying for the Government's space.

Of this, however, you may be sure—that the longer the war the deeper will be the respect which all governments will have for the ability of business men to plan things and get them done; and the greater the employment of customary business practices, of which advertising is certainly not the least.

### **Chicago Ad Women Active in War Work**

Through the efforts of the Women's Advertising Club of Chicago, more than 1,000 "Martha Washington kits," containing comforts and necessities for destitute French women, have been purchased and sent on their way. The advertising of the club in behalf of the kits has appeared in metropolitan dailies and small-town papers of the Middle West. Some publicity has also been secured in national publications and by means of motion-pictures.

At the last meeting of the club, held last week, fourteen women volunteered to help sell Liberty Bonds and as special publicity writers.

David Abeles, for eight years with Jules P. Storm, New York advertising agent, has been appointed advertising manager of Cammeyer, New York shoe retailer.

## Our Anniversary

ON FEBRUARY 2, 1916, Mr. John Lee Mahin sold his interests in the Mahin Advertising Company to the men whose signatures are shown below. One year ago the name of this organization became Wm. H. Rankin Company.

This was the only change; the working organization known for so many years as the Mahin Advertising Company continuing practically as before.

The men who became the heads of the concern on that date had been principals in the company for many years.

Our business shows a steady and gratifying increase. Our contracts for 1918 indicate that this year will exceed any previous year in our history. This record is due to one thing—the service we give our customers.

We are committed to the belief that the interests of the advertiser are our only interest, and that whatever success we have must be linked with the success of our customers.

During the past two years, we have established a complete working force in New York, under the management of Mr. Rinehart, and can now offer the same complete, efficient service from New York as we have for years

given in Chicago. We have also established a customer's service office in Washington, D. C.

It will be a pleasure to discuss your advertising problems with you with the thought of learning whether or not we can fit our organization to yours. Our way of working is to make ourselves an active part of our customers' organization.

The diagram below gives an interesting record of our business since 1899.

### Wm. H. Rankin Company

"Advertising based on knowledge that benefits the consumer"



WILLIAM H. RANKIN  
President  
H. A. GROTH  
Secretary-Treasurer

WILBUR D. NESBIT  
1st. Vice-President  
ROBT. E. RINEHART  
2nd. Vice-President



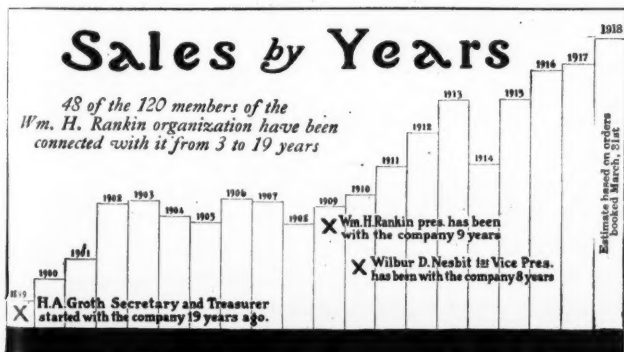
NEW YORK: 50 Madison Avenue

CHICAGO: 104 South Michigan Avenue

WASHINGTON, D. C.: 610 Riggs Bldg.

## Sales by Years

48 of the 120 members of the  
Wm. H. Rankin organization have been  
connected with it from 3 to 19 years





# TO ADVERTISERS WHO BUY SPACE ON ITS MERITS

There are hundreds of experienced National Advertisers who constantly use space in Extension Magazine. They do not hesitate because it is a "religious" publication, or a "class" publication, but give it business because it **SELLS THEIR GOODS**.

Sells them whether they offer automobiles, construction material, cigars, etc., or the long list of merchandise interesting almost exclusively to women.

Because Extension Magazine is a home and church magazine combined that reaches over 200,000 Catholic homes every month.

These homes are all of them thrifty, most of them well-to-do, and encouraged by their church to enjoy the good things of life in moderation, intensely loyal to the publication that represents their faith.

Financial advertisers report Extension Magazine a wonderful medium—which proves its readers have money to spare.

At the **RATES OFFERED**, the **CLASS REACHED** and the **RETURNS ASSURED**, Extension Magazine deserves the attention of every National Advertiser.

**Circulation Guaranteed Over 200,000 Monthly**      **Rate \$1.00 per agate line**

## EXTENSION MAGAZINE

*"The World's Greatest Catholic National Monthly."*

F. W. HARVEY, Jr., General Manager      JAMES K. BOYD, Advertising Manager

GENERAL OFFICES

223 West Jackson Boulevard, Chicago, Ill.

LEE & WILLIAMSON, Eastern Representatives, Flatiron Bldg., New York, N. Y.

## APRIL MAGAZINES

**VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES  
FOR APRIL**

(Exclusive of publishers' own  
advertising)

## Standard Size

	Pages	Agate Lines
Review of Reviews.....	96	21,574
World's Work .....	94	21,196
Harper's Magazine .....	78	17,688
Scribner's .....	68	15,344
Atlantic Monthly .....	58	13,132
Century .....	54	12,261
St. Nicholas .....	40	9,112
Munsey's .....	24	5,552
Wide World .....	23	5,208
Bookman .....	17	3,892
Popular (2 March issues)	15	3,454
Blue Book .....	13	3,060
Ainslee's .....	10	2,386
Smart Set .....	4	1,008

## Flat Size

	Columns	Agate Lines
American .....	211	30,196
Cosmopolitan .....	148	21,189
Metropolitan .....	118	20,101
American Boy .....	87	17,466
Hearst's .....	99	16,889
Red Book .....	106	15,213
McClure's .....	80	13,664
Motion Picture Magazine	85	12,161
Sunset .....	79	11,414
Photoplay .....	74	10,681
Boys' Life .....	70	9,374
Everybody's .....	64	9,276
Boys' Magazine .....	44	7,816
Current Opinion .....	25	3,530

**VOLUME OF ADVERTISING IN  
WOMEN'S MAGAZINES**

(Exclusive of publishers' own  
advertising)

	Columns	Agate Lines
Vogue (2 issues) .....	637	100,842
Ladies' Home Journal...	279	55,800
Harper's Bazar .....	270	45,308
Good Housekeeping .....	291	41,698
Woman's Home Com- panion .....	182	36,539
*McCall's .....	178	35,702
Delineator .....	147	29,561
Pictorial Review .....	147	29,425

	Columns	Agate Lines
Woman's Magazine .....	113	22,628
Designer .....	113	22,606
Holland's Magazine .....	59	11,334
Modern Priscilla .....	64	10,829
People's Home Journal...	52	10,571
People's Popular Monthly	45	8,705
Mother's Magazine .....	61	8,643
Home Life .....	37	6,636
Today's Housewife .....	31	6,394
Needlecraft .....	27	5,247

\*New page size.

**VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES CARRY-  
ING GENERAL AND CLASS  
ADVERTISING**

(Exclusive of publishers' own  
advertising)

	Columns	Agate Lines
System .....	321	45,927
Vanity Fair .....	227	36,004
Country Life in America.	205	34,480
Popular Mechanics (pages)	135	30,294
House and Garden.....	167	26,498
Popular Science Monthly (pages) .....	99	22,340
Association Men .....	118	16,632
Field and Stream.....	108	15,482
Physical Culture .....	103	14,770
Outers' Recreation .....	86	12,384
Garden .....	84	11,839
House Beautiful .....	79	11,747
Theatre .....	64	10,871
Nat'l Sportsman (pages)	45	10,248
Outing .....	68	9,769
Illustrated World (pages)	33	7,465
Arts and Decoration....	52	7,280
Outdoor Life .....	46	6,696
International Studio ....	37	5,237
Travel .....	30	5,210
Extension Magazine ....	29	4,849

**VOLUME OF ADVERTISING IN  
CANADIAN MAGAZINES**

(Exclusive of publishers' own  
advertising)

	Columns	Agate Lines
Everywoman's World....	124	24,800
MacLean's .....	168	23,656
Canadian Home Journal..	117	23,400
Canadian Courier (3 March issues) .....	112	20,619
Canadian Magazine (pages)	53	11,984

# **VOLUME OF ADVERTISING IN MARCH WEEKLIES**

(Exclusive of publishers' own  
advertising)

	Columns.	Agate Lines.
<b>March 1-7</b>		
Saturday Evening Post..	260	44,259
Literary Digest.....	154	23,502
Town & Country.....	118	19,918
Collier's .....	69	13,155
Independent .....	63	9,062
Scientific American....	43	8,678
Leslie's .....	46	7,961
Outlook .....	46	6,872
Illustrated Sunday Mag.	32	5,832
Christian Herald.....	32	5,309
Life .....	30	4,282
Every Week .....	20	3,720
Nation .....	22	3,174
All-Story (pages) .....	10	2,240
Judge .....	15	2,156
Churchman .....	13	2,135
Youth's Companion.....	7	1,516

## **March 8-14**

Saturday Evening Post..	251	42,695
Literary Digest.....	153	23,374
Town & Country.....	108	18,253
Christian Herald.....	60	10,235
Collier's .....	47	9,023
Leslie's .....	36	6,154
Scientific American....	29	5,949
Outlook .....	39	5,844
Life .....	31	4,371
Independent .....	24	3,479
Every Week.....	14	3,142
All-Story (pages).....	12	2,811
Youth's Companion....	13	2,654
Nation .....	16	2,375
Judge .....	13	1,865
Churchman .....	10	1,602

## **March 15-21**

Saturday Evening Post..	263	44,852
Literary Digest.....	249	37,971
Town & Country.....	107	18,139
Collier's .....	72	13,768
Life .....	64	9,060
Scientific American....	43	8,716
Leslie's .....	49	8,408
Outlook .....	40	6,006
Christian Herald.....	35	5,955
Independent .....	40	5,720
Youth's Companion....	22	4,557
Illustrated Sunday Mag.	25	4,500
Every Week.....	19	3,502
Nation .....	18	2,632
Judge .....	14	2,091
All-Story (pages).....	7	1,658
Churchman .....	9	1,511

	Columns	Agate Lines
<b>March 22-28</b>		
Saturday Evening Post..	312	53,131
Literary Digest.....	184	28,040
Collier's .....	73	13,982
Leslie's .....	55	9,483
Outlook .....	62	9,170
Christian Herald.....	36	6,176
Scientific American....	25	5,194
Independent .....	32	4,623
Every Week.....	23	4,260
Life .....	27	3,852
Nation .....	25	3,610
Youth's Companion....	16	3,304
Judge .....	20	2,849
Churchman .....	9	1,495
All-Story (pages).....	4	1,014

## **March 29-31**

Saturday Evening Post..	221	37,670
Literary Digest.....	180	27,389
Collier's .....	61	11,694
Leslie's .....	47	8,095
Scientific American....	28	5,696
Illustrated Sunday Mag.	27	4,945
Independent .....	27	3,899
Churchman .....	21	3,441
Every Week.....	16	2,953
Judge .....	12	1,816
All-Story (pages).....	4	1,042

## **Totals for March**

Saturday Evening Post.....	222,607
Literary Digest.....	140,276
Collier's .....	61,622
†Town & Country.....	56,310
Leslie's .....	40,101
Scientific American.....	34,233
*Outlook .....	27,892
*Christian Herald.....	27,675
Independent .....	26,783
*Life .....	21,565
Every Week.....	17,577
‡Illustrated Sunday Magazine	15,277
*Youth's Companion.....	12,031
*Nation .....	11,791
Judge .....	10,777
Churchman .....	10,184
All-Story .....	8,763

‡ 3 issues.

\* 4 issues.

## **RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS**

(Exclusive of publishers' own  
advertising)

	Columns	Agate Lines
1. Ladies' Home Journal.	279	55,800
2. System .....	321	45,927

# WHY

## Outlook Subscribers Take The Outlook

is a matter of interest to all advertisers who are users of space in The Outlook. We invite consideration by every National advertiser of some of the reasons why so many people pay Four Dollars a year in order that they may read it. Our daily mail brings us many letters from subscribers similar to those that are printed below. They come to us unsolicited from all parts of the country, and are voluntary expressions from readers.

Springfield, Missouri,  
January 16, 1918.

*The Outlook Company:*

Dear Sirs—Enclosed you will find my remittance for renewal of subscription to The Outlook. The Outlook has come to be an indispensable part of my reading, and I would dislike very much to get along without it. It is the only publication that comes to my home that is read from cover to cover, and it is so read even if I do not find the time for it until several weeks after it is received.

This is just a little word of appreciation, since I have never before offered you such; I feel that such a word is due you, though I imagine they reach you so often as to be very common.

Very truly yours, D. E. G.

..

Conway, Massachusetts,  
March 23, 1918.

*The Outlook Company:*

Dear Sirs—I am glad to be able to renew my subscription to The Outlook.

During these strenuous times sound and trusted opinions and judgments on the great events and crises, both immediate and imminent, are almost as essential as food and clothes. I thank you for the mental food and the forward vision that I find weekly in your paper.

Yours appreciatively, L. L.

Ithaca, New York,  
March 21, 1918.

*The Outlook Company:*

Gentlemen—I am enclosing my check for \$4 to renew my subscription to The Outlook, which is a war-time necessity.

The Outlook is my ideal of a current events periodical. It is not a spineless magazine that simply presents facts in a cold, statistical manner. It has a keen mind of its own. Furthermore, I always know that The Outlook is not actuated by doubtful, ulterior motives. I know that it is not the organ of demagogues, propagandists, or disloyalists of any kind. I wish you every success in the great work you are doing in *Waking Up America and Keeping Her Awake*.

Yours very truly, N. H. D.

..

Morgan Hill, California,  
February 23, 1918.

*The Outlook Company:*

Gentlemen—Enclosed find Four Dollars in payment of my subscription to The Outlook for 1918.

In these days of stress and peril a fearless and progressive journal such as The Outlook is, devoted to America's interests, is a necessity that should not be overlooked in any family budget.

Yours sincerely, B. W. A.

The yearly subscription price of The Outlook is Four Dollars. We recently furnished the Audit Bureau of Circulations with our statement of circulation for the six months from July to December, 1917. The average net cash per subscription received by us during that period, from all sources including subscription agencies, was **Three Dollars and Eight Cents.**

### THE OUTLOOK COMPANY

381 Fourth Avenue,  
New York

122 S. Michigan Blvd.,  
Chicago, Ill.

TRAVERS D. CARMAN, Advertising Manager.

		Agate
		Agate
3. Harper's Bazar.....	270	45,308
4. Good Housekeeping...	291	41,698
5. Woman's Home Companion .....	182	36,539
6. Vanity Fair .....	227	36,004
7. *McCall's .....	178	35,702
8. Country Life in America .....	205	34,480
9. Popular Mechanics (pages) .....	135	20,294
10. American .....	211	30,196
11. Delineator .....	147	29,561
12. Pictorial Review.....	147	29,425
13. House & Garden.....	167	26,498
14. Everywoman's World..	124	24,800
15. MacLean's .....	168	23,656
16. Canadian Home Journal .....	117	23,400
17. Woman's Magazine....	113	22,628
18. Designer .....	113	22,606
19. Popular Science Monthly (pages) .....	99	22,340
20. Review of Reviews (pages) .....	96	21,574
21. World's Work (pages)	94	21,196
22. Cosmopolitan .....	148	21,189
23. Metropolitan .....	118	20,101
24. Harper's Magazine (pages) .....	78	17,688
25. American Boy.....	87	17,466

\*New page size.

## Chicago District Issues Liberty Loan Newspapers

THE Bureau of Publicity of the Seventh Federal Reserve District sprang a new wrinkle in connection with the campaign for the Third Liberty Loan by the publication of a complete sixteen-page newspaper, which will be a weekly feature during the progress of the campaign to sell Liberty Bonds. The first number was issued under date of April 2.

The newspaper, which is an eight-column sheet of standard size, and is complete in all details, is issued for the purpose of supplying newspapers, bond salesmen and others connected with the sales promotion work of the campaign with information as to what is being done, also regarding the advertising material that is available, and the sale argu-

ments that are being presented to the public.

The circulation consists of 25,000. The Bureau of Publicity has its own mailing lists, and is handling the mailing from its own offices.

The publication of the first issue was in the nature of a surprise, as no previous announcement regarding the newspaper idea had been made. The plan has already proved itself, those in charge of the publicity say, by the demand for electros and matrices of ads published in the paper from newspapers and farm papers. The latter, by the way, are said to be among the strongest supporters of the campaign in connection with publicity work, and are expected to make the support of the farmers during this campaign one of the leading features.

Practically all of the material which appeared in the first issue of the "Liberty Loan News," was written especially for the purpose. Telegraphic messages from Governors in the Seventh District, which were displayed with photographs of the state executives, were a big feature. Messages from Governor Lowden, of Illinois; Governor Phillip, of Wisconsin; Governor Goodrich, of Indiana; Governor Sleeper, of Michigan, and Governor Harding, of Iowa, were included.

A great deal of space was devoted to an exposition of the advertising and sales methods that are being used in connection with the promotion of Liberty Bond sales. In fact, strong emphasis is laid on the fact that advertising is needed to sell the bonds, and that articles in the news columns alone will not be sufficient.

Wilbur D. Nesbit, District Director of the Bureau of Publicity, is editor of the paper.

The newspaper will be issued on April 12, April 19 and April 23, and it is believed will do much to create unity of spirit among the bond salesmen and publicity factors. The post of managing editor is held by W. J. MacInnes.

# PRINTERS' INK'S FOUR-YEAR RECORD OF APRIL ADVERTISING

## GENERAL MAGAZINES

	1918	1917	1916	1915	Total
Review of Reviews.....	21,574	30,303	29,946	22,589	104,412
World's Work.....	21,196	25,580	27,104	26,040	99,920
American.....	\$30,196	\$30,846	\$21,425	\$14,884	97,351
Cosmopolitan.....	\$21,189	\$29,864	22,800	21,659	95,512
McClure's.....	\$13,664	\$28,310	\$31,095	17,435	90,504
Metropolitan.....	\$20,101	\$20,168	†\$25,329	\$22,622	88,220
Harper's Magazine.....	17,688	21,726	21,616	20,020	81,050
Hearst's.....	\$16,889	\$18,119	\$19,691	\$14,899	69,598
Scribner's.....	15,344	21,493	17,153	14,862	68,852
Sunset.....	\$11,414	\$16,825	\$20,167	17,570	65,976
Century.....	12,261	15,034	13,734	14,672	55,701
American Boy.....	17,466	14,300	12,800	11,051	55,617
Everybody's.....	\$9,276	\$13,590	16,136	15,661	54,663
Atlantic Monthly.....	13,132	15,550	11,376	8,579	48,637
Red Book.....	\$15,213	10,976	12,008	9,856	48,053
St. Nicholas.....	9,112	10,475	8,302	7,952	35,841
Munsey's.....	5,552	5,974	9,457	11,046	32,029
Boys' Life.....	9,374	8,702	6,314	6,023	30,413
Boys' Magazine.....	7,816	6,893	5,620	8,037	28,366
Photoplay.....	\$10,681	6,266	6,861	3,462	27,270
Current Opinion.....	\$3,530	\$6,619	\$6,372	\$7,770	24,291
Ainslee's.....	2,386	4,381	4,592	4,928	16,287
† Changed from standard to flat size.	305,054	361,994	349,898	301,617	1,318,563
* April issue dated May.					

## WOMEN'S MAGAZINES

Vogue (2 issues).....	100,842	115,735	116,272	79,212	412,061
Ladies' Home Journal.....	55,800	58,369	42,134	37,044	193,347
Harper's Bazar.....	45,308	58,937	52,074	34,377	190,696
Good Housekeeping.....	\$41,698	\$42,956	29,291	24,827	138,772
Woman's Home Companion.....	36,539	34,730	27,550	25,812	124,631
Pictorial Review.....	29,425	32,476	26,000	20,000	107,901
Delineator.....	29,561	26,125	24,234	18,591	96,511
McCall's Magazine.....	*35,702	16,630	15,008	15,276	82,616
Woman's Magazine.....	22,628	22,494	19,234	14,375	78,731
Designer.....	22,606	22,660	19,170	14,262	78,698
Modern Priscilla.....	10,829	12,711	12,234	13,236	49,010
People's Home Journal.....	10,571	11,522	13,278	13,208	48,609
Mother's Magazine.....	8,643	10,500	10,489	11,342	40,974
† Changed from standard to flat size.	450,152	465,875	406,968	321,562	1,644,557
* New page size.					

## CLASS MAGAZINES

Vanity Fair.....	36,004	53,383	59,348	30,571	179,306
Country Life in America...	34,480	47,097	42,504	38,462	162,543
System.....	\$45,927	39,197	31,136	29,904	146,164
Popular Mechanics.....	30,294	43,036	33,096	26,712	133,138
House and Garden.....	26,498	29,470	25,519	15,047	96,534
Popular Science Monthly..	22,340	26,373	18,001	16,384	83,098
Field and Stream.....	15,482	16,650	16,800	13,496	62,428
Theatre.....	10,871	16,128	19,916	8,666	55,588
Garden.....	11,839	15,243	15,680	11,116	53,878
House Beautiful.....	11,747	14,675	13,896	11,232	51,550
Physical Culture.....	\$14,770	10,813	10,798	8,904	45,285
Outing.....	\$9,769	9,318	8,874	9,576	37,537
Illustrated World.....	7,465	8,531	9,856	6,384	32,236
International Studio.....	5,237	6,114	7,603	7,552	26,506
Travel.....	5,210	7,721	6,643	6,000	25,584
† Changed from standard to flat size.	287,933	343,749	319,670	240,006	1,191,358

## WEEKLIES (5 March Issues)

Saturday Evening Post....	222,607	226,888	*130,281	*105,828	685,604
Literary Digest.....	140,276	124,212	*86,117	*64,417	415,022
Collier's.....	61,622	89,149	*64,413	*64,233	279,417
Town & Country.....	\$56,310	\$63,952	\$54,465	\$41,049	215,776
Leslie's.....	40,101	37,528	42,119	*28,864	148,612
Outlook.....	*27,892	*44,229	29,848	27,412	129,381
Scientific American.....	34,233	31,323	*33,423	*21,932	120,911
Christian Herald.....	*27,675	*32,490	27,529	28,560	116,254
Life.....	*21,565	25,627	26,888	*21,750	95,839
	632,281	675,398	495,083	404,054	2,206,816

Grand total.....1,675,420 1,847,016 1,571,619 1,267,239 6,361,294

\* 4 issues. † 3 issues.

# The Little Schoolmaster's Classroom

A WRITER in a recent issue of *Commerce and Finance* is quite excited about what he terms "indecent advertising illustrations." "Makers of underwear," he fumes, "seem to proceed on the theory that it is good business for them to reveal men and women in as close to a state of nudity as is possible without police interference. Women are shown in their bathrooms with the scantiest of raiment, and in their boudoirs in all stages of undress. They are blazoned to the public at large in a manner such as no refined woman would display herself even to her husband, her brother or her children. . . . Why do magazine and newspaper proprietors assist in the demoralizing work?"

Right you are! We hasten to join, with enthusiastic avidity, in the crusade which this writer is obviously on the point of starting. Too long has this terrible work been going on, undermining at one fell swoop the ship of progress, and damming up the altars of innocence, if we may be permitted to write our similes in the customary style for One Starting a Crusade. Something must certainly be done; but we would suggest that this writer who wishes merely to do away with advertising of underwear is too timid in his demands. Continuing his own thought, we have long felt that all bathing beaches should be abolished at once. No refined woman would display herself, even to a step-aunt, a sister-in-law or a trained nurse in such a costume as is daily seen at Coney Island during the heated term. Why do the street-car companies continue the demoralizing work of taking people to beaches where they can put on one-piece bathing suits and then stay sixty feet from the nearest water all day long?

\* \* \*

Even in the field of advertising, the moralist has obviously neglected some crying evils from fear

of hurting somebody's feelings; but we shall have no such compunction; we shall speak out in his name. Is it not shocking that magazines and newspapers should actually come into our best homes and lie on the centre-table alongside of Havelock Ellis's "Psychology of Sex" and "The Collected Works of Elinor Glyn"—we repeat, that magazines should thus enter these homes and carry advertisements of *bedroom furniture*? Of beds, boudoir rugs and bureaux? Can it be that the publishers of these periodicals are ignorant of the fact that people actually *disrobe* in bedrooms? Or are they standing aside, with the insidious leer of the natural lecher (No, I did *not* say leper) and permitting these advertisers of bedroom accessories to continue their demoralizing work?

\* \* \*

If they plead ignorance, we sternly advise them that such are the facts; that people have been known to disrobe before a mirror without covering it with a veil; and we advise them to go at once and join the Society for the Elimination of Mattresses and Springs.

All advertising of clothes and furniture for children, baby foods and the like will, of course, be lopped off as soon as we have our crusade well under way. Doubtless because of a German propaganda against it, the story of the stork is now falling sadly into disrepute, and we feel sure that we have only to point out this fact to all advertisers who use pictures of babies, or talk about babies, for them to realize the unfortunate connotation and eliminate such advertising at once.

In fact, why should an advertiser of men's clothing be permitted to show a drawing of a young man wearing a suit of clothes, a spring overcoat and a Kollegiate Kap? Everyone knows that the young man must have on *something* underneath these



things; how can you know that it is not that insidious, reprehensible underwear? . . . We saw the other day in an advertisement a photograph of a big hotel with a thousand rooms; just think of the number of people who presumably

might have been taking baths in that hotel at the moment the picture was snapped. Decidedly, it should never have been published.

Certainly, we owe a great debt to the writer whom we quoted in our first paragraph. He has un-

## The Rapid Electrotpe Co.

W. H. KAUFMANN, President and General Manager

Makers of all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, by the wax or Dr. Albert Lead Mold Process. Sole owners of U. S. Letters Patent on Aluminotype.

New York Cincinnati Chicago

The Largest Makers and Distributors of Advertising Plates in the World

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will, perhaps, find that several of them already know what Rapid's Service means.

## Population 67,000 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. A Dry Town doing Big Business. People have money to spend.

## Brockton Daily Enterprise

Daily Edition exceeds 16,000

Flat Commercial rate 40 cts. per inch

Afternoon Paper, Sells for 2 cents

Carries a page of want ads. Established 1880. 38th year. Write us for booklet of General Business Information about Brockton.



## Opportunity for Advertising Manager or Business Manager

President of established western technical publication (leader in its field) will sell his interest to right man at bargain price (liberal terms), but this man must qualify as an experienced manager or successful business getter. Editorial and clerical organization best of its kind. Big paid-in-advance subscription list. One of present solicitors has averaged \$100 in weekly commissions for past nine years—he controls more advertising than any one man in machinery field.

Address "PRESIDENT," care Printers' Ink, 1720 Lytton Bldg., CHICAGO

## The Atlanta Journal

Atlanta, Ga.

Number of Want Ads carried  
by Atlanta newspapers during  
March, 1918:

JOURNAL -	18,270
Second Paper	11,193
Third Paper	9,473

*Advertising in The Journal  
Sells the Goods*

## THE DAYTON NEWS

During the week of March 25  
and

## THE SPRINGFIELD NEWS

During the week of April 1  
conducted their annual

## Cooking Schools

That brought hundreds of women to  
hear Sherwood P. Snyder lecture, and  
witness demonstrations of cooking food  
in conformity with the government's  
conservation program.

You can interest Dayton and  
Springfield dealers and reach  
thrifty housewives by concentrat-  
ing your advertising in these  
papers, which are read in 90% of  
the homes.

## NEWS LEAGUE OF OHIO

Member A. B. C. DAYTON, OHIO

New York—I. A. Klein, Metropolitan Tower  
Chicago—John Glass, Peoples Gas Building

doubtedly done humanity a great service. Ed Howe, in a recent issue of his "Monthly," says that "in the town where I live in the West, when a young man wishes to see the Bright Lights, and be a regular devil, he looks at the corset models in the windows of the dry-goods store." We commend to our author this as another great field for reformatory effort. Had we not better, in fact, have laws passed prohibiting all window displays of every sort? Who knows when a corset may not slip into a showing even of some entirely foreign product like pigs' knuckles or butcher knives? You cannot—as we feel sure all true reformers will agree—you simply cannot be too careful when the matter is as vital as this.

\* \* \*

Came to the Schoolmaster's hand some time ago a thick volume entitled "Year Book of Tycos Advertising." The object, as the sub-title suggests, is "illustrating many advertisements covering the diversified line of Taylor Instrument Companies and appearing in a list of 170 publications, from August, 1916, to August, 1917."

A survey of the book shows reprints of eighty-seven separate advertisements of all sizes, just "some" of many that appeared in the year. Further analysis shows that these advertisements advertise pretty nearly anything in the line of recording instruments, from Tycos thermometers, barometers and compasses, to Tycos sphygmomanometers — covering markets ranging from several rooms in a private house, including the kitchen oven, the great outdoors, any number of industries, to the physician's office, and even his automobile.

\* \* \*

Further research in this highly interesting volume shows that to cover this diversified field these advertisements appeared in some 134 publications, and that, computed on combined circulation and schedule, the companies' advertisements *in toto* made more than 140,000,000 individual bows to the public that year. The number

undoubtedly exceeds that figure by at least 5,000,000 as in one special campaign mentioned the schedule and circulations were not figured out.

\* \* \*

The most interesting point about the book to the Schoolmaster, however, is that it was published after this advertising had been run, not before. It is the usual thing to issue preliminary and sometimes semi-final broadsides to show what is going to be done. It is most unusual to offer such an impressive survey of what has been done, of promises fulfilled.

Presented in this manner, the trade cannot but be impressed that such a volume of advertising, even if it is a thing of the past, is no ephemeral matter. The momentum started by a hundred and forty million advertisements surely cannot stop with the appearance of the last, especially as they

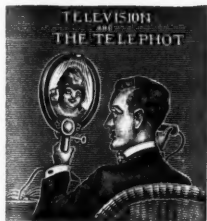
also tend to accelerate the headway of previous years of advertising.

So far as the Schoolmaster is concerned, this seems a new departure, reminding the trade thus graphically at the end of a campaign just what has been done, as a way to prepare the field for further plans. Best of all, it serves as a permanent record of the companies' pride in their advertising—something more than a mussy scrap-book.

\* \* \*

The Schoolmaster recently took it upon himself to congratulate an advertising manager, who has transferred himself from a manufacturer's office to an advertising agency berth, on the fact that he would carry with him a good experience in looking at publicity matters from the advertiser's viewpoint. "A great many of the men in the agency field," said the

## The Electrical Experimenter



## The Electrical Experimenter

now in its sixth year with a circulation of 100,000, has the largest circulation of any electrical periodical printed in the United States and abroad. It caters to young men and grown-ups with hobbies, who can afford to spend money. An ideal publication for all electrical and mechanical advertising as well as instruction.

The March issue carried 7108 lines of paid advertising. Over 200 papers and periodicals quoted from the columns of THE ELECTRICAL EXPERIMENTER last month. Send for circulation statement and rates.

**Experimenter Publishing Company**

260 Fulton St., New York City

To help your salesmen to  
better understand Advertising

TALK WITH **Heegstra**

H. Walton **HEEGSTRA** Inc.—MERCHANDISING—25 E. Jackson Boulevard, Chicago

## Electros for Advertisers

MARQUETTE BLDG.  
CHICAGO

GENERAL PLATE CO. 1600-1612 HULMAN ST.  
TERRE HAUTE, IND.

**"GIBBONS Knows CANADA"**

## General Advertising Agency for Sale

Old established compact small agency of the highest standing; owing to illness of principal will sell interest to suit purchaser. Agency is well and favorably known to advertisers and publishers. Business relations established with all magazines and daily papers throughout United States and Canada. Has placed many prominent national magazine and newspaper accounts. "A. H.," Box 120 care of PRINTERS' INK.

## BUNTIN'S MATS and STEREOS

are used by  
MANY OF THE  
LEADING  
ADVERTISERS

J.T. BUNTIN, Inc.  
209 WEST 38TH STREET. N. Y.

Schoolmaster, "have come into it from the space-selling end. This undoubtedly equips them with a broad observation and with selling ability, and selling ability is something every advertiser can use. On the other hand, the man who has been serving the manufacturer is likely to be a bit more conservative, more on the defensive against aggressive solicitation, more jealously careful of the advertising appropriation."

The new agency man came back with an interesting comment: "It is really an open question with me," said he, "as to whether or not the most successful agency man is the one who has been trained in the intensive selling required by the big publishing interests. It is one thing to be able to write good advertising or to plan good campaigns and quite another thing to convince your prospect of your ability to do so. While there may be exceptions, I am inclined to think that under ordinary circumstances the man who is better fitted to work along sound advertising and merchandising lines is in proportion more poorly fitted to sell his services in competition with the clever salesmen whose experience in presenting the merits of advertising space has been thorough."

\* \* \*

A keen advertiser of long experience in judging copy tells the Schoolmaster that the copy he is most on his guard against is the smooth layouts that have received so many final touches from everybody concerned that nothing stands out as a bumper to stop and hold the roving attention of the reader. Says he: "Such advertisements are all right when you analyze them by themselves and judge them by their balance, harmony, and so forth. But when you throw them into a big newspaper or a thick magazine with hundreds of other pieces of copy all striving for attention they lack 'stopping quality.' I want an advertisement to have some one attention-compelling idea standing right out boldly, even if some artistic critic does say it is more or

less crude. The street salesman may be bold, but he has to be to stop the passerby, and I look on the reader as a passerby so far as my appeal is concerned. 'Will it stop him?' is my pet question."

\* \* \*

A great deal has been written about making advertisements attractive and interesting, but rarely does anyone emphasize the need of "believableness." And yet all is lost if, when your fine illustration or your carefully phrased headline has caught the eye and the opening text has interested the reader, said reader winds up with the expressed or unexpressed feeling of "I don't believe it." To illustrate: One of the big Eastern newspapers recently carried advertising of men's suits on sale by a large and high-grade department store. "\$40 and \$50 Suits for \$27.50" ran the copy. Do men generally believe such statements? The Schoolmaster doesn't think so. A saving of from five to ten dollars might be believed, but a saving of from thirty to more than forty per cent seems beyond the bounds of belief, unless it be assumed that the reader is of a rather low order of intelligence. "Is it believable?" is not a bad motto to have around the copy desk.

#### Advertising Manager of Baptist Publications

J. W. Clinger, formerly advertising manager of the *Christian Endeavor World*, Boston, has been appointed advertising manager of American Baptist Publication Society, Philadelphia.

#### A Real Producer Wants To Make A Change

Here is an Advertising Manager with a successful selling record of sixteen years (age 37)—six years with present publishers. Has averaged \$5000 per annum in commission for last ten years. Particularly well acquainted with advertisers in heavy machinery field and has produced a large volume of motor truck advertising. Prefers to represent well-established motor truck or technical publication with headquarters in Chicago. Proofs of record and character from many National Advertisers and publishers. Address

"PRODUCER" c/o Printers' Ink  
1720 Lytton Bldg., Chicago

## "Ports of the Orient"

an edition of the Far Eastern Review of Shanghai, China. The Far East, comprising half the world's population, is awakening to the needs of modern civilization, and is seeking in the West her requirements.

The Ports of the Orient edition will be a "Vade Mecum" for manufacturer and trader—200 pages of maps, port descriptions, methods, tariffs, commodities, traders—an invaluable advertising medium. Circulation, approximately 25,000.

Particulars should be secured at once (forms closing shortly in Shanghai) from

### J. ROLAND KAY CO.

International Advertising Agents



Conway Building,  
Chicago, U. S. A.

Associate House:  
John Haddon & Co.  
(Est. 1814), London.

Buenos Aires, Sydney, Tokyo and Cape Town.

## Charles Francis Press

is especially equipped to handle and expedite orders for high grade

### PROCESS COLOR HOUSE ORGANS

and kindred printing  
Service the very best

Printing Crafts Building, New York City  
EIGHTH AVE., 33rd to 34th Sts.

## Trademarks Headquarters

MASON, FENWICK &  
LAWRENCE

TRADEMARK LAWYERS

Washington New York Chicago

Established 1861 Booklet Gratis

Some of the largest advertising agents,  
lithographers and manufacturers  
use our expert service

## CLASS

For class, trade and technical advertisers. Every issue contains a directory of representative class, trade and technical papers, with rates, type-page sizes and closing dates.

Subscription Price, \$1 a year.  
608 SOUTH DEARBORN ST., CHICAGO  
Sample Copy On Request

play a different  
tune on your  
houseorgan  
with  
**Howell  
Cuts**



write for proofs—  
right now!

Charles E. Howell • 303 5th Ave. N.Y.C.

## RESEARCH MAN

A **Writer**, with wide range of knowledge skilled in research work, able to visualize a subject and tackle a variety of topics, seeks connection with business institution, advertising agency or publishing concern. University graduate with sixteen years' experience on world-known publications. Address "Investigator," care Printers' Ink, 1720 Lytton Building, Chicago, Illinois.

## MARTINI

PRINTING CRAFTS BUILDING  
461 EIGHTH AVE., NEW YORK

INDIVIDUAL  
ART WORK  
OF THE HIGHEST TYPE

## INDESTRUCTIBLE ADVERTISING



If you have a trade mark, ask us about prices on Papier Mache Reproductions.  
Old King Cole Papier Mache Co., Canton, O.

## Strong Loan Drive of Woolen Industry

A VERY interesting phase of the third Liberty Loan is the strong efforts of the various industries to make a strong showing for themselves. Advertising is coming into play in very interesting style.

For instance, in a recent issue of the New York *Daily News Record*, the woolen and worsted industry uses a full-page advertisement entitled, "Report Your Subscriptions to Us."

The names of some leading men in this industry are then given, and the copy goes on to say:

The market has been divided into zones and each executive committee man is head of one of the zones. He has appointed five captains, all of whom have been listed in these columns. The captains have appointed as many assistants as seem necessary.

The entire organization collectively and individually has one object and that is:

To urge the woolen industry to subscribe to the Third Liberty Loan to an amount commensurate with the Government's need and the industry's size and importance.

Because we are a vital part of the country's war work. Through our trade associations we are constantly in touch and in co-operation with the National Government in clothing our Army and Navy.

Because we are therefore in the limelight and must justify our position by generously supporting the Third Liberty Loan.

Because our industry can and must double its allotment.



**"CLIMAX"**  
SQUARE-TOP

**PAPER CLIPS**

Pat. Dec. 12, 1916  
Best and most economical  
Paper Clip on the market.

Recommended by efficiency experts.

Prices F.O.B. Buffalo.  
Packed 10,000 to the Box.

10,000.....	15c	per 1,000
50,000.....	10c	per 1,000
100,000.....	8c	per 1,000
500,000.....	7c	per 1,000
1,000,000.....	6½c	per 1,000

Order Direct From

**Buffalo Automatic Mfg. Co.**  
457 Washington Street, BUFFALO, N. Y.

## Classified Advertisements

### HELP WANTED

Wanted—Someone familiar with users of large edition printing to compile a reliable mailing list. Address with full particulars Box 975, care Printers' Ink.

### Artist Wanted

Designer and Retoucher. Excellent opportunity, write immediately, sending samples and stating salary. Evans & Dubes, Springfield, Ohio.

## There Is A Writer

who is looking for the position we have to offer. He is a college man, probably has had experience on newspapers and is a producer. This man will have a chance to demonstrate his ability on a nationally advertised motor account and if he is right can become our copy chief. Send immediately samples of work, photograph, complete personal details, to Box 964, care Printers' Ink.

## CATHOLIC MAGAZINE

requires representative east of Buffalo and Pittsburgh. Member Audit Bureau of Circulations three years. Has the largest circulation in the militant division of the Catholic periodical field. Established 1898. Has existed twenty-one years on its subscription patronage.

Box 972, Printers' Ink.

## Advertising Writer

Wanted as first assistant to advertising director of a large St. Louis Department Store. Splendid opportunity for capable, resourceful and creative writer—state experience, salary expected and send samples of work—man with thorough department store experience preferred.

FAMOUS & BARR CO.,  
St. Louis, Mo.

### EXCEPTIONAL OPPORTUNITY

Experienced copy writer to handle building construction and equipment accounts. Exceptional opportunity with a New England agency for the man who knows the contracting field and can show satisfactory evidence of ability through copy and catalogue matter already written. Box 968, care Printers' Ink.

### ADVERTISING AGENCY SOLICITOR

High grade Middle West Advertising Agency has unusual opening that offers splendid opportunity to a keen, experienced, reliable Agency Solicitor of recognized ability—one averse to all restrictions of straight salary arrangement, preferring rather that his remuneration be commensurate with ability to control and secure first class accounts. Replies will be held in strict confidence. Address Box 967, care Printers' Ink.

A VERY prominent house in New York, seeking to market in a wider degree a household specialty manufactured by them, desires the services of a successful executive, advertising man and salesman, aged thirty to forty, one thoroughly experienced in sales creative work and market analysis, who knows how to prepare and circulate sales literature to both the dealer and consumer, and who can also visit the trade to promote development of new territory. Only those possessing these qualifications will be considered. Write us fully, in confidence, details of your experience; send us examples of your work and small photograph of yourself, with postage for returning, and also tell us what salary you desire. No attention paid to any application not giving the above information. Box 966, care Printers' Ink.

## Advertising Agency Bookkeeper

A successful growing New York Advertising Agency wants an experienced advertising bookkeeper (young woman) who is familiar with newspaper, magazine and trade journal billing and understands the charging of drawings, engravings, booklets, etc. Elliott Fisher Machine. Double entry. Prefer one who has had experience with big agency. Good salary and good opportunity. All letters will be treated strictly confidential. Box 957, care Printers' Ink.



**COPYWRITER**—We have an opening in our Copy Department for a man who can write trade paper advertising, folders and house organ material, and who can be entrusted with the details of following them through the art, printing and contract departments. It is a position with a good future; as fast as you develop, you will be given an opportunity to prove your ability on important magazine accounts. State fully experience and salary wanted.

HOYT'S SERVICE, INC.  
116 WEST 32ND ST., NEW YORK

#### MISCELLANEOUS

When you think of Hardware Dealers think of the Hardware Dealers' Magazine, The Open Door to the Hardware Stores of the World. Write for sample. 253 Broadway, New York City.

**ROMEIKE'S PRESS CLIPPING BUREAU**, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

#### TO RENT FOR BUSINESS PURPOSES

Attractive, furnished or unfurnished. Special facilities for publisher, advertising agency, or kindred line. Sublease. Divisions for large or small users. Tenth Floor, 450 Fourth Avenue, New York City.

### Ph. Morton

OCEAN TO OCEAN  
CINCINNATI

I have watched with interest the development of a publishing house which, I believe, has a brilliant future. It has an exceptionally fine list of books, and the cordial support of influential authors. It needs capital and assistance in its selling department for legitimate growth. There is a real opportunity here for the right man. I will treat confidentially any inquiries that may be made. C. J. Oliphant, 1 W. 34th St., New York.

## Wanted: A Business

that is thoroughly established and earning reasonable profits, must be a manufacturing proposition doing an annual business of \$100,000 or over. Advertiser represents principal of large interests, ready to do business on straightforward basis, has cash immediately available for right concern. Every reply to this advertisement will be treated absolutely confidential. Write Profitable, Box 956, care Printers' Ink.

## Partner Wanted

I want to sell an interest in my business to a man who can make a cash payment of \$1000, as an evidence of good faith and take the management of the business, and pay the balance of his interest out of the earnings.

My associates are men of high business standing, but other interests now require my time. Proposition is sold to men who have—thousands of inquiries and orders—large stock in process of manufacture—big demand among army camps.

In answering please state your experience, your present connection, age, references, etc., so an appointment can be arranged in the shortest possible time.

Address Box 965, care Printers' Ink.

#### POSITIONS WANTED

##### PRINTING SERVICE MANAGER

Successful printing service manager—capable of developing non-competitive business. Reliable. Not subject to draft. Box 970, care Printers' Ink.

##### TECHNICAL COPYWRITER

Electrical Engineer with several years engineering and advertising experience seeks position with N. Y. agency or manufacturer. Salary \$2500. Box 962.

**Advertising Solicitor** of extensive experience, successful record, favorably acquainted throughout Eastern territory, seeks opening on general or class publications; letters confidential. Box 963, care Printers' Ink.

**ADVERTISING MAN.** Capable advertising manager wishes position in Philadelphia or nearby. Age 32 (married). Forceful copy writer. Now employed on New England daily. Salary \$35.00. Box 958, care Printers' Ink.

A first-class advertising agency artist with photo-engraving house experience will be ready for a new place in May. Specialist in line work; can manage a department, and is a keen buyer of plate work. Draft exempt. Salary \$2500.00. Box 961, Printers' Ink.

##### MAIL ORDER COPY WRITER

Successful agency experience on Mail Order, Correspondence School, Direct-Mail Advertising. Will solve your advertising problems, write copy, etc. (part time basis) for reasonable monthly fee. Box 971, care Printers' Ink.

**A MAN WHO IS—NOT A "HAS BEEN."** Who knows HOW to write letters that—Lure Languid Lucre from Pinched Pocketbooks—Help make up the other fellow's mind—Hop High Hurdles to ORDERS at small cost. Letters with Snap and Life that won't lay still—The Mailed-Fist-In-Kid-Glove sort, that drive Facts clean Home; Seek a connection where an all-round direct-by-mail sales specialist is needed. A bigger opportunity, not a mere "job" is wanted. Address, 328, No. 8 East Long St., Columbus, Ohio.

MAN experienced in the advertising and merchandising of proprietary preparations desires to make a change. House organ editor and expert buyer of printing and engraving. Box 969, care P. I.

WHEN a "Kid" I carried a grocer's parcels. Since then have had a college and legal education and selling experience. In my present job I am assistant sales promotion and advertising manager, write bulletins, booklets, folders, originate dealer helps; correspondence critic; can edit house organ. Go anywhere immediately. Age 27, draft exempt. What can you offer to R. S., 844 Konig Street, Baltimore, Md.

## ADVERTISING PAYS,—BUT

It is not the cure-all for every business evil, as you may have discovered to your cost. Have you tried the coordinating power of intelligently directed publicity of the right kind?

Have you noticed that the great financial and industrial institutions are replacing advertising departments with publicity managers? Publicity has passed the experimental stage; it is a proved, acknowledged business asset.

If your organization lacks this asset, my services are for sale to you—either whole or in part. They are backed up by a record of actual accomplishments. Box 973, Printers' Ink.

## Experienced Advertising and Sales Executive

My experience can be used to best advantage by either a manufacturer who has a sales or advertising problem, or by an advertising agency or publication as a representative. For the latter I can be more than merely a seller of white space—I can put the interpretation of advertising possibilities behind that selling. Six years in advertising and merchandising work, both with manufacturer and in agency field, planning, investigating, copy, promotion and administrative work give me a quick sense for business conditions. Three years in publishing business, advertising service and management. Good selling experience. University (Technical) training. If you want a straight thinker, a hard worker, one who can see opportunities, a thorough organizer who keeps work moving, let me review your situation with you.

Box 974, care of Printers' Ink

## ADVERTISING BRAINS FOR RENT 3 MONTHS—\$500

Advertising manager, agency copywriter, thoroughly experienced in the purchase of printing and engraving. Awaiting call to war, desires temporary employment in N. Y. City. Box 960, P. I.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, OF PRINTERS' INK, published weekly at New York, N. Y., for April 1, 1918.

STATE OF NEW YORK,  
COUNTY OF NEW YORK, ss.:

Before me, a Commissioner of Deeds in and for the State and county aforesaid, personally appeared John Irving Romer, who, having been duly sworn according to law, deposes and says that he is the editor of PRINTERS' INK and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Printers' Ink Publishing Co., 185 Madison Ave., New York, N. Y.; Editor, John Irving Romer, 185 Madison Ave., New York, N. Y.; Managing Editor, Lynn G. Wright, 185 Madison Ave., New York, N. Y.; Business Manager, J. M. Hopkins, 185 Madison Ave., New York, N. Y.

2. That the owners are: Printers' Ink Publishing Co., 185 Madison Ave., New York, N. Y.; John Irving Romer, 185 Madison Ave., New York, N. Y.; Richard W. Lawrence, 185 Madison Ave., New York, N. Y.; J. M. Hopkins, 185 Madison Ave., New York, N. Y.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: There are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

JOHN IRVING ROMER, Editor.

Sworn to and subscribed before me this 25th day of March, 1918.

E. M. MORAN,  
Commissioner of Deeds,  
New York City.

(My commission expires Nov. 28, 1918.)  
Register No. 18123. County Clerk's No.  
N. Y. 326.

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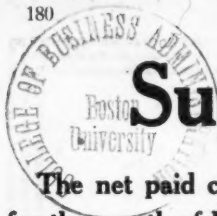
we maintain  
Offices and  
Poster Plants  
in over 400  
large cities  
and towns in  
twenty-three  
states acting  
as service  
stations to the  
advertiser

**Thos. Cusack Company**

CHICAGO

NEW YORK

*Largest Advertising Company in the World*



# Supremacy

The net paid circulation of The Chicago Tribune for the month of March 1918 was:

Daily (exclusive of Sunday) - 381,410

Sunday (only) - - - - - 654,033

The total daily circulation of The Tribune (as well as its city and suburban circulation) is greater than that of the other Chicago morning papers *combined*.

The total Sunday circulation of The Tribune is 150,000 greater than the total circulation of any other Chicago Sunday paper and the city and suburban circulation of the Sunday Tribune is greater than that of the other Chicago Sunday papers *combined*.

For the period from January 1st to and including March 31st, 1918, The Chicago Tribune printed 11,579.61 columns of advertising, which is 2,513.09 columns more than was printed in the same period by the next Chicago paper and 2,278.85 columns more than was printed in the same period by the other Chicago morning and Sunday papers *combined*.

## The Chicago Tribune

(The World's Greatest Newspaper)

(Trade Mark Registered)